UNIV. OF MD COLLEGE PARK
3 1430 05760174 4

CBS Program Book
Supplement for February
to be tipped in here

THE COLUMBIA BROADCASTING SYSTEM

Sales and administrative offices: 485 Madison Ave., New York 22 • 182 Tremont St., Boston 12
410 N. Michigan Ave., Chicago 11 • 902 Fisher Bldg., Detroit 2 • 401 South 12th Boulevard,
St. Louis 2 • 625 Second Avenue, South, Minneapolis 2 • 101 Marietta Street Bldg., Atlanta 3
Earle Building, Washington 4, D.C. • Columbia Square, Los Angeles 28 • Palace Hotel,
San Francisco 5 • 49 Hallam Street, W. 1, London, Eng. • Cable address, Columbia, New York

CBS PROGRAM BOOK · SPRING, 1947

Columbia Workshop
— still radio's leading experimental theater

THE COVER: *For 10 years the Columbia Workshop has been radio's foremost dramatic laboratory for testing new techniques in radio writing, acting, and directing. In January it presented "The Surreal Marriage," a program about a husband and wife as they remember their childhood (subrealism), as they are today (realism), and as they hope to be in the future (surrealism). The production problem: to weave together three simultaneous dramatic actions so they would come out of the loudspeaker as a single, intelligible program. They did.*

SPRING, 1947

NATIONAL BROADCASTING COMPANY, INC.
GENERAL LIBRARY
30 ROCKEFELLER PLAZA, NEW YORK, N. Y.

THE COLUMBIA PROGRAM BOOK

CBS SPONSORED PROGRAMS: page 4

CBS PACIFIC NETWORK SPONSORED PROGRAMS: page 16

CBS SUSTAINING PROGRAMS: page 20

Published quarterly for advertising executives by

THE COLUMBIA BROADCASTING SYSTEM

485 Madison Avenue, New York 22, N. Y.

March 1, 1947

COLUMBIA NETWORK CLIENTS

AUTOMOTIVE

ELECTRIC AUTO-LITE CO.:
Spark Plugs, Batteries, Ignition Systems . Page 7

FORD MOTOR CO.:
Motor Cars . . . . . Page 8

STUDEBAKER CORP.:
Motor Cars . . . . . Page 18

UNITED STATES RUBBER CO.:
Tires . . . . . Page 15

CIGARETTES & TOBACCO

AMERICAN TOBACCO COMPANY:
Lucky Strike Cigarettes . . . . . Page 4

P. LORILLARD COMPANY:
Old Gold Cigarettes . . . . . Page 10

PHILIP MORRIS & COMPANY, LTD., INC.:
Philip Morris Cigarettes, Revelation
Tobacco . . . . . Page 12

R. J. REYNOLDS TOBACCO COMPANY:
Camel Cigarettes, George Washington Smoking
Tobacco, Prince Albert Smoking Tobacco . Page 14

CONFECTIONERY

CURTISS CANDY COMPANY:
Candy . . . . . Page 7

PETER PAUL, INC.:
Mounds, Ten Crown Activated Charcoal
Gum, Walnettos . . . . . Page 17

WM. WRIGLEY JR., COMPANY:
Chewing Gum . . . . . Page 16

DRUGS & TOILET GOODS

AMERICAN HOME PRODUCTS CORP.:
Anacin, Kolynos, Heet, Bisodol . . . . Page 4

ARMOUR & COMPANY:
Chiffon Flakes . . . . . Page 4

BAYER COMPANY:
Bayer Aspirin . . . . . Page 5

CENTAUR DIVISION, STERLING DRUG INC.:
Ironized Yeast, Phillip's Milk of Magnesia,
Mollé . . . . . Page 6

CHESEBROUGH MANUFACTURING COMPANY, CONSOLIDATED:
Vaseline Hair Tonic, Lip Ice, Petroleum
Jelly . . . . . Page 6

COLGATE-PALMOLIVE-PEET COMPANY:
(See also Laundry Soaps & Household Supplies)
Colgate Tooth Powder and Halo Shampoo,
Colgate Dental Cream . . . . . Page 6

EMERSON DRUG COMPANY:
Bromo-Seltzer . . . . . Page 7

"42" PRODUCTS, INC.:
All Products . . . . . Page 17

THE GROVE LABORATORIES, INC.:
Beaumont Four-Way Cold Tablets . . . Page 17

LADY ESTHER SALES COMPANY, INC.:
Face Powder, Face Cream,
Rouge, Lipstick . . . . . Page 10

LEVER BROTHERS COMPANY:
(See also Foods)
Lux Soap and Flakes, Swan Soap . . . . Page 10

LUDEN'S, INC.:
Cough Drops . . . . . Page 11

MANHATTAN SOAP COMPANY, INC.:
(See also Laundry and Household Supplies)
Sweetheart Soap . . . . . Page 11

NOXZEMA CHEMICAL CO.:
Noxzema, Skin and Shave Cream . . . . Page 11

THE PROCTER & GAMBLE CO.:
(See also Laundry Soaps; Foods)
Ivory Soap, Camay, Lava Soap,
Ivory Flakes . . . . . Pages 12, 13

REXALL DRUG CO.:
Drugs . . . . . Page 14

RICHARD HUDNUT SALES CO., INC.:
Du Barry Cosmetics . . . . . Page 9

H. H. TANNER & COMPANY:
Portrait Cold Wave . . . . . Page 18

TONI, INC.:
Toni Home Permanent Wave . . . . Pages 15, 19

WHITEHALL PHARMACAL COMPANY:
Kolynos, Anacin, Bisodol Mints . . . . Page 15

WILDROOT CO., INC.:
Wildroot Cream Oil . . . . . Page 15

J. B. WILLIAMS COMPANY:
Shaving Cream, Lectric Shave . . . . . Page 16

FOODS & BEVERAGES

BALLARD & BALLARD CO.:
Ballard's Obelisk Flour,
Oven-Ready Biscuits . . . . . Page 4

BARRON GRAY PACKING CO.:
Here's Health Vegetable Juice . . . . . Page 16

BORDEN CO.:
All Products . . . . . Page 5

BOWEY'S, INC.:
Dari-Rich (Chocolate Flavoring) . . . . Page 5

CALIFORNIA PRUNE & APRICOT GROWERS' ASSN.:
Sunsweet Tenderized Fruits . . . . . Page 16

CAMPBELL SOUP COMPANY:
Campbell's Soups, Franco-American
Spaghetti . . . . . Pages 5, 16

CANADA DRY GINGER ALE, INC.:
Canada Dry Beverages . . . . . Page 6

CARNATION CO.:
Carnation Evaporated Milk and
Friskies Dog Food . . . . . Page 6

CONTINENTAL BAKING CO.:
Wonder Bread, Hostess Cake . . . . . Page 6

CREAM OF WHEAT CORP.:
Cream of Wheat Cereal . . . . . Page 7

GENERAL FOODS CORPORATION:
(See also Laundry Soaps)
Post's Raisin Bran, Post's 40% Bran Flakes,
Sanka, Postum, Jell-O, Jell-O Pudding . . Page 8

CHARLES E. HIRES CO.:
Hires Root Beer . . . . . Page 9

LEVER BROTHERS COMPANY:
(See also Toilet Goods)
Spry . . . . . Page 10

THOMAS J. LIPTON, INC.:
Lipton's Tea and Continental Soup Mix . Page 10

LOMA LINDA FOOD COMPANY:
All Products . . . . . Page 17

PET MILK SALES CORPORATION:
400-D Pet Milk . . . . . Page 12

PICT-SWEET FOODS, INC.:
Food Products . . . . . Page 18

PILLSBURY MILLS, INC.:
Sno-Sheen, Pancake Flour . . . . . Page 12

PLANTERS NUT & CHOCOLATE COMPANY:
All Products . . . . . Page 18

THE PROCTER & GAMBLE CO.:
(See also Toilet Goods; Laundry Soaps)
Crisco . . . . . Pages 12, 13, 14

ROMA WINE CO., INC.:
Roma Wines . . . . . Page 14

SAFEWAY STORES, INC.
All Products . . . . . Page 14

WASHINGTON COOPERATIVE FARMERS' ASSOCIATION:
Lynden Foods . . . . . Page 19

WASHINGTON STATE APPLE COMMISSION:
Washington State Apples . . . . . Page 19

LAUNDRY SOAPS AND HOUSEHOLD SUPPLIES

B. T. BABBITT, INC.:
Bab-O Cleanser . . . . . Page 4

CHEMICALS, INC.:
Vano Household Chemical . . . . . Page 17

COLGATE-PALMOLIVE-PEET CO.:
(See also Drugs & Toilet Goods)
Super Suds . . . . . Page 6

GENERAL FOODS CORPORATION:
(See also Foods)
La France, Satina . . . . . Pages 8, 9

MANHATTAN SOAP COMPANY, INC.:
(See also Toilet Goods)
Blu-White Flakes . . . . . Page 11

THE PROCTER & GAMBLE CO.:
(See also Toilet Goods; Foods)
Oxydol, Duz, Spic & Span, Dreft,
Ivory Snow . . . . . Pages 12, 13

LUBRICANTS

GULF OIL CORPORATION:
Gulf Oil Products . . . . . Page 9

SIGNAL OIL COMPANY:
All Products . . . . . Page 18

THE TEXAS COMPANY:
Fire Chief Gasoline, Sky Chief Gasoline,
Havoline Motor Oil, Marfak Lubricant . . Page 15

MISCELLANEOUS

ANCHOR-HOCKING GLASS CORP.:
Anchorglass and Fire King
Ovenglass Products . . . . . Page 4

ARMSTRONG CORK COMPANY:
Armstrong's Floor Coverings . . . . . Page 4

BEKINS VAN AND STORAGE CO.:
Moving and Storage . . . . . Page 16

ELECTRIC COMPANIES ADVERTISING PROGRAM:
Institutional . . . . . Page 7

EVERSHARP, INC.:
Eversharp Pens, Pencils,
Red Top Leads, Desk Sets . . . . . Page 7

FERRY-MORSE SEED CO.:
Seeds . . . . . Pages 8, 19

GENERAL MOTORS CORP.:
Frigidaires . . . . . Page 9

HALL BROS. INC.:
Hallmark Greeting Cards . . . . . Page 9

HOUSEHOLD FINANCE CORP.:
Personal Loans . . . . . Page 9

INTERNATIONAL SILVER COMPANY:
International Sterling and
1847 Rogers Bros. Silverplate . . . . . Page 9

JOHNS-MANVILLE CORPORATION:
Insulating Materials . . . . . Page 10

LYON VAN & STORAGE CO.:
Moving and Storage Services . . . . . Page 17

McMAHAN FURNITURE STORES:
House Furnishings . . . . . Page 19

METROPOLITAN LIFE INSURANCE CO.:
Insurance Services . . . . . Page 11

THE PARKER PEN CO.:
Quink, Pens, Pencils, Desk Sets . . . . Page 11

PRUDENTIAL INSURANCE COMPANY OF AMERICA:
Insurance Services . . . . . Page 14

W. A. SHEAFFER PEN COMPANY:
Pens, Pencils, Skrip, Leads . . . . . Page 14

SIMONIZ COMPANY:
Polish . . . . . Page 18

All time listed on the following pages is Eastern Standard Time unless otherwise indicated.

CBS SPONSORED PROGRAMS

"Weeks on CBS" as of March 1, 1947

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
AMERICAN HOME PRODUCTS CORP. *(734th Week on CBS)*		
Our Gal Sunday *Serial drama*	Mon. thru Fri. 12:45–1:00 p.m. 152 CBS stations ORIGINATES: WCBS	Anacin *Dancer-Fitzgerald-Sample, Inc.*
The Romance of Helen Trent *Serial drama*	Mon. thru Fri. 12:30–12:45 p.m. 151 CBS stations ORIGINATES: WCBS	Kolynos, Bisodol, Heet *Dancer-Fitzgerald-Sample, Inc.*
AMERICAN TOBACCO COMPANY *(564th Week on CBS)*		
Your Hit Parade Mark Warnow's Orchestra, Andy Russell, The Hit Paraders, and guest stars. *Musical*	Saturday 9:00–9:45 p.m. *Rebroadcast 12:00 mid.–12:45 a.m.* 160 CBS stations ORIGINATES: KNX	Lucky Strike Cigarettes *Foote, Cone & Belding*
ANCHOR-HOCKING GLASS CORP. *(165th Week on CBS)*		
Casey, Crime Photographer *Mystery drama*	Thursday 9:30–10:00 p.m. 145 CBS stations ORIGINATES: WCBS	Anchorglass, Fire King Ovenglass Products *William H. Weintraub & Co., Inc.*
†ARMOUR & COMPANY *(119th Week on CBS)*		
Hint Hunt *Audience participation*	Mon. thru Fri. 3:45–4:00 p.m. 25 CBS stations ORIGINATES: WBBM	Chiffon Flakes *Foote, Cone & Belding*
ARMSTRONG CORK COMPANY *(282nd Week on CBS)*		
Armstrong's Theatre of Today *Drama*	Saturday 12 noon–12:30 p.m. 154 CBS stations ORIGINATES: WCBS	Armstrong's Floor Coverings *Batten, Barton, Durstine & Osborn, Inc.*
†B. T. BABBITT, INC. *(100th Week on CBS)*		
David Harum *Serial drama*	Mon. thru Fri. 10:45–11:00 a.m. 53 CBS stations ORIGINATES: WCBS	Bab-O Cleanser *Duane Jones Co., Inc.*
BALLARD & BALLARD CO. *(212th Week on CBS)*		
Renfro Valley Folks *Variety*	Sunday 9:15–9:45 a.m. 27 CBS stations ORIGINATES: WHAS	Ballard's Obelisk Flour, Oven-ready Biscuits *Henri, Hurst & McDonald, Inc.*

†Program or client added to network schedule since previous issue.

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
BAYER COMPANY *(594th Week on CBS)* **American Melody Hour** with Bob Hannon, Evelyn MacGregor, Orchestra and chorus *Musical variety*	Tuesday 7:30–8:00 p.m. 147 CBS stations ORIGINATES: WCBS	Bayer Aspirin *Dancer-Fitzgerald-Sample, Inc.*
BORDEN CO. *(138th Week on CBS)* **The Ginny Simms Show** *Musical variety*	Friday 9:00–9:30 p.m. 155 CBS stations ORIGINATES: KNX	All Products *Young & Rubicam, Inc.*
County Fair *Variety-quiz*	Saturday 1:30–2:00 p.m. 157 CBS stations ORIGINATES: WCBS	Borden's Instant Coffee *Kenyon & Eckhardt, Inc.*
BOWEY'S, INC. *(403rd Week on CBS)* **Stars Over Hollywood** with guest stars *Original drama*	Saturday 12:30–1:00 p.m. 52 CBS stations ORIGINATES: KNX	Dari-Rich (Chocolate Flavoring) *Sorensen & Company*
CAMPBELL SOUP COMPANY *(637th Week on CBS)* **The Jack Carson Show** *Comedy*	Wednesday 8:00–8:30 p.m. *Rebroadcast* *12:00 mid.–12.30 a.m.* 145 CBS stations 29 CBC stations ORIGINATES: KNX	Campbell's Soup, Franco-American Spaghetti *Ward Wheelock Company*
The Campbell Room Starring Hildegarde *Variety*	Sunday 9:00–9:30 p.m. 145 CBS stations 30 CBC stations ORIGINATES: WCBS	
Robert Trout With The News Till Now *News*	Mon. thru Fri. 6:45–7:00 p.m. 133 CBS stations ORIGINATES: WCBS	

PATRONT AND PROGRAM	TIME	PRODUCT AND AGENCY
CANADA DRY GINGER ALE, INC. *(35th Week on CBS)* **Sparkle Time** with Meredith Willson *Musical variety*	Friday 7:30–8:00 p.m. *Rebroadcast* *11:30–11:55 p.m.* 146 CBS stations ORIGINATES: KNX	Canada Dry Beverages *J. M. Mathes, Inc.*
CARNATION CO. *(62nd Week on CBS)* **Lone Journey** *Serial drama*	Mon. thru Fri. 2:30–2:45 p.m. 62 CBS stations ORIGINATES: WCBS	Carnation Evaporated Milk and Friskies Dog Food *Erwin, Wasey & Co., Ltd.*
CENTAUR DIVISION STERLING DRUG INC. *(472nd Week on CBS)* **Big Town** *Drama*	Tuesday 8:00–8:30 p.m. *Rebroadcast* *12:00 mid.–12:30 a.m.* 149 CBS stations 22 CBC stations ORIGINATES: WCBS	Ironized Yeast, Phillips Milk of Magnesia, Mollé *Pedlar & Ryan, Inc.*
CHESEBROUGH MANUFACTURING COMPANY, CONSOLIDATED *(433rd Week on CBS)* **Dr. Christian** with Jean Hersholt *Drama*	Wednesday 8:30–8:55 p.m. *Rebroadcast* *11:30–11:55 p.m.* 156 CBS stations ORIGINATES: KNX	Vaseline Hair Tonic, Lip Ice, Petroleum Jelly *McCann-Erickson, Inc.*
COLGATE-PALMOLIVE-PEET COMPANY *(581st Week on CBS)* **The Mel Blanc Show** *Comedy*	Tuesday 8:30–8:55 p.m. *Rebroadcast* *11:30–11:55 p.m.* 148 CBS stations ORIGINATES: KNX	Colgate Tooth Powder, Halo Shampoo *Sherman & Marquette, Inc.*
Blondie *Comedy*	Sunday 7:30–8:00 p.m. *Rebroadcast* *11:30–12:00 mid.* 148 CBS stations ORIGINATES: KNX	Super Suds, Colgate Dental Cream *Wm. Esty & Co., Inc.*
CONTINENTAL BAKING CO., INC. *(632nd Week on CBS)* **Grand Slam** with Irene Beasley *Audience participation*	Mon. thru Fri. 11:30–11:45 a.m. 47 CBS stations ORIGINATES: WCBS	Wonder Bread, Hostess Cake *Ted Bates, Inc.*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
CREAM OF WHEAT CORP. *(348th Week on CBS)* **Let's Pretend** *Dramatized fairy tales*	Saturday 11:05–11:30 a.m. 146 CBS stations ORIGINATES: WCBS	Cream of Wheat Cereal *Batten, Barton, Durstine & Osborn, Inc.*
CURTISS CANDY COMPANY *(339th Week on CBS)* **News** with Warren Sweeney	Sat., Sun. 11:00–11:05 a.m. 146 CBS stations ORIGINATES: WCBS	Candy *C. L. Miller Company*
ELECTRIC AUTO-LITE CO. *(73rd Week on CBS)* **The Dick Haymes Show** *Variety*	Thursday 9:00–9:30 p.m. 157 CBS stations 28 CBC stations ORIGINATES: KNX	Spark Plugs, Batteries, Ignition Systems *Ruthrauff & Ryan, Inc.*
ELECTRIC COMPANIES ADVERTISING PROGRAM *(180th Week on CBS)* **Hour of Charm** with Phil Spitalny's Orchestra *Musical*	Sunday 4:30–5:00 p.m. 151 CBS stations ORIGINATES: WCBS	Institutional *N. W. Ayer & Son, Inc.*
EMERSON DRUG COMPANY *(330th Week on CBS)* **Inner Sanctum** *Mystery drama*	Monday 8:00–8:30 p.m. *Rebroadcast* *12:30–1:00 a.m.* 149 CBS stations ORIGINATES: WCBS	Bromo-Seltzer *Batten, Barton, Durstine & Osborn, Inc.*
EVERSHARP, INC. *(384th Week on CBS)* **Take It or Leave It** with Phil Baker and Ray Bloch's Orchestra *Quiz*	Sunday 10:00–10:30 p.m. 162 CBS stations 28 CBC stations ORIGINATES: KNX	Eversharp Pens, Pencils Red Top Leads, Desk Sets *The Biow Co., Inc.*
Ann Sothern in **"Maisie"** *Comedy*	Friday 10:30–11:00 p.m. 157 CBS stations ORIGINATES: KNX	

Client and Program	Time	Product and Agency
FERRY-MORSE SEED COMPANY *(100th Week on CBS)* ***Garden Gate** with Tom Williams *Garden talks*	Saturday 9:15–9:30 a.m. 152 CBS stations ORIGINATES: WLAC	Seeds *MacManus, John & Adams, Inc.*
FORD MOTOR CO. *(436th Week on CBS)* **The Ford Show Starring Dinah Shore** with Peter Lind Hayes and Bob Dolan's Orchestra *Variety*	Wednesday 9:30–10:00 p.m. 160 CBS stations ORIGINATES: KNX	Motor Cars *J. Walter Thompson Co.*
GENERAL FOODS CORPORATION *(612th Week on CBS)* **Kate Smith Sings** *Music*	Sunday 6:30–7:00 p.m. *Rebroadcast* *10:30–11:00 p.m.* 149 CBS stations ORIGINATES: WCBS	Postum *Foote, Cone & Belding*
Kate Smith Speaks Ted Collins with the News *Talks and news*	Mon. thru Fri. 12 noon–12:15 p.m. 145 CBS stations ORIGINATES: WCBS	Post's Raisin Bran, Post's 40% Bran Flakes *Benton & Bowles, Inc.*
The Adventures of the Thin Man *Mystery*	Friday 8:30–8:55 p.m. *Rebroadcast* *12:30–12:55 a.m.* 149 CBS stations ORIGINATES: WCBS	Sanka, Instant Sanka *Young & Rubicam, Inc.*
The Baby Snooks Show *Comedy*	Friday 8:00–8:30 p.m. *Rebroadcast* *12:00 mid.–12:30 a.m.* 149 CBS stations ORIGINATES: KNX	Jell-O, Jell-O Puddings *Young & Rubicam, Inc.*
The Second Mrs. Burton *Serial drama*	Mon. thru Fri. 2:00–2:15 p.m. 65 CBS stations ORIGINATES: WCBS	LaFrance, Satina *Young & Rubicam, Inc.*

Programs at client request to network schedule since previous issue

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
GENERAL MOTORS CORP. *(83rd Week on CBS)* **Hollywood Star Time** *Drama*	Saturday 8:00–8:30 p.m. *Rebroadcast* *11:00–11:30 p.m.* 158 CBS stations ORIGINATES: KNX	Frigidaires *Foote, Cone & Belding*
GULF OIL CORPORATION *(676th Week on CBS)* **We the People** with Milo Boulton and Oscar Bradley's Orchestra *Real life experiences*	Sunday 10:30–11:00 p.m. 113 CBS stations ORIGINATES: WCBS	Gulf Oil Products *Young & Rubicam, Inc.*
HALL BROS. INC. *(53rd Week on CBS)* **Reader's Digest—Radio Edition** *Drama*	Thursday 10:00–10:30 p.m. 158 CBS stations ORIGINATES: WCBS	Hallmark Greeting Cards *Foote, Cone & Belding*
CHARLES E. HIRES CO. *(5th Week on CBS)* **Here's To Ya** *Musical*	Sunday 2:30–3:00 p.m. 153 CBS stations ORIGINATES: WCBS	Hires Root Beer *N. W. Ayer & Sons, Inc.*
HOUSEHOLD FINANCE CORP. *(114th Week on CBS)* **That's Finnegan** *Comedy drama* *(To be replaced by "The Whistler," mystery drama, March 27)*	Thursday 10:30–11:00 p.m. 64 CBS stations ORIGINATES: KNX	Personal Loans *Shaw-Le Vally, Inc.*
RICHARD HUDNUT SALES CO., INC. *(164th Week on CBS)* **Jean Sablon** *Songs*	Saturday 7:15–7:30 p.m. *Rebroadcast* *12:45–1:00 a.m.* 70 CBS stations ORIGINATES: WCBS	Du Barry Cosmetics *Kenyon & Eckhardt, Inc.*
INTERNATIONAL SILVER COMPANY *(467th Week on CBS)* **Adventures of Ozzie and Harriet** *Comedy*	Sunday 6:00–6:30 p.m. 153 CBS stations 24 CBC stations ORIGINATES: KNX	International Sterling, 1847 Rogers Bros. Silverplate *Young & Rubicam, Inc.*

**Program or client added to network schedule since previous issue.*

JOHNS-MANVILLE CORPORATION *(293rd Week on CBS)* **Bill Henry** *News*	Mon. thru Fri. 8:55–9:00 p.m. 67 CBS stations ORIGINATES: WTOP and WCBS	Insulating Materials *J. Walter Thompson Co*
LADY ESTHER SALES COMPANY, INC. *(698th Week on CBS)* **Screen Guild Players** *Drama*	Monday 10:00–10:30 p.m. 152 CBS stations ORIGINATES: KNX	Face Powder, Face Cream, Rouge, Lipstick *The Biow Co., Inc.*
LEVER BROTHERS COMPANY *(603rd Week on CBS)* **Lux Radio Theater** William Keighley, director, with famous stars and Lou Silvers' Orchestra *Drama*	Monday 9:00–10:00 p.m. 152 CBS stations 22 CBC stations ORIGINATES: KNX	Lux Soap & Flakes *J. Walter Thompson Co*
Aunt Jenny's Real Life Stories *Dramatic sketches*	Mon. thru Fri. 12:15–12:30 p.m. 45 CBS stations 24 CBC stations ORIGINATES: WCBS	Spry, Lux Soap *Ruthrauff & Ryan, In*
The Joan Davis Show *Comedy*	Monday 8:30–8:55 p.m. *Rebroadcast 11:30–11:55 p.m.* 145 CBS stations ORIGINATES: KNX	Swan Soap *Young & Rubicam, In*
THOMAS J. LIPTON, INC. *(168th Week on CBS)* **Vox Pop** *Quiz*	Tuesday 9:00–9:30 p.m. 148 CBS stations ORIGINATES: AS TOUR REQUIRES	Lipton's Tea, Continental Soup Mix *Young & Rubicam, In*
P. LORILLARD COMPANY *(530th Week on CBS)* **Songs By Sinatra** *Musical*	Wednesday 9:00–9:30 p.m. 145 CBS stations ORIGINATES: KNX	Old Gold Cigarettes *Lennen & Mitchell, I*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
LUDEN'S, INC. *(104th Week on CBS)* **Hoagy Carmichael Sings** *Musical*	Sunday 5:30–5:45 p.m. 149 CBS stations ORIGINATES: KNX	Cough Drops *J. M. Mathes, Inc.*
MANHATTAN SOAP CO., INC. *(314th Week on CBS)* **The Strange Romance of Evelyn Winters** *Dramatic serial* **Rose of My Dreams** *Dramatic serial*	Mon. thru Fri. 10:30–10:45 a.m. *Rebroadcast* 4:30–4:45 p.m. 157 CBS stations ORIGINATES: WCBS Mon. thru Fri. 2:45–3:00 p.m. 157 CBS stations ORIGINATES: WCBS	Blu-White Flakes, Sweetheart Soap *Duane Jones Co., Inc.*
METROPOLITAN LIFE INSURANCE CO. *(22nd Week on CBS)* ***Eric Sevareid and the News** *News*	Mon. thru. Fri. 6:00–6:15 p.m. 48 CBS stations ORIGINATES: WCBS AND WTOP	Insurance Services *Young & Rubicam, Inc.*
NOXZEMA CHEMICAL CO. *(221st Week on CBS)* **Mayor of the Town** with Lionel Barrymore *Drama*	Saturday 8:30–8:55 p.m. *Rebroadcast* *11:30–11:55 p.m.* 145 CBS stations 28 CBC stations ORIGINATES: KNX	Noxzema Skin & Shave Cream *Sullivan, Stauffer, Colwell & Bayles, Inc.*
THE PARKER PEN CO. *(243rd Week on CBS)* **Ned Calmer and the News** **Information Please** *Quiz*	Sat., Sun. 8:55–9:00 p.m. 144 CBS stations ORIGINATES: WCBS Wednesday 10:30–11:00 p.m. 157 CBS stations ORIGINATES: WCBS	Pens, Pencils, Desk sets, Quink *J. Walter Thompson Co.*

**Program or client added to network schedule since previous issue.*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
PET MILK SALES CORPORATION *(693rd Week on CBS)*		400-D Pet Milk *Gardner Advertising Company*
Saturday Night Serenade Bill Perry, tenor; Hollace Shaw, soprano; Warren Sweeney, Gustave Haenschen's Orchestra and chorus *Musical*	Saturday 9:45–10:15 p.m. 72 CBS stations ORIGINATES: WCBS	
Mary Lee Taylor Home Economist *Talks*	Saturday 10:30–11:00 a.m. *Rebroadcast* *2:00–2:30 p.m.* 132 CBS stations ORIGINATES: KMOX	
PHILIP MORRIS & COMPANY LTD., INC. *(549th Week on CBS)*		Philip Morris Cigarettes, Revelation Tobacco *The Biow Co., Inc.*
Crime Doctor *Mystery drama*	Sunday 8:30–8:55 p.m. *Rebroadcast* *11:00–11:25 p.m.* 144 CBS stations ORIGINATES: WCBS	
It Pays To Be Ignorant *Variety*	Friday 10:00–10:30 p.m. 144 CBS stations ORIGINATES: WCBS	
PILLSBURY MILLS, INC. *(441st Week on CBS)*		Sno-Sheen, Pancake Flo *McCann-Erickson, Inc*
Grand Central Station *Drama*	Saturday 1:00–1:30 p.m. 132 CBS stations ORIGINATES: WCBS	
THE PROCTER & GAMBLE CO. *(645th Week on CBS)*		Ivory Soap *Compton Advertising Inc.*
Big Sister *Serial drama*	Mon. thru Fri. 1:00–1:15 p.m. 68 CBS stations 19 CBC stations ORIGINATES: WCBS	
F.B.I. in Peace and War *Drama*	Thursday 8:30–8:55 p.m. *Rebroadcast* *11:30–11:55 p.m.* 79 CBS stations ORIGINATES: WCBS	Lava Soap, Ivory Flakes *The Biow Co., Inc.*

SUBJECT AND PROGRAM	TIME	PRODUCT AND AGENCY
THE PROCTER & GAMBLE CO. *(Continued)*		
The Jack Smith Show *Songs*	Mon. thru Fri. 7:15–7:30 p.m. *Rebroadcast 11:15–11:30 p.m.* 82 CBS stations 22 CBC stations ORIGINATES: WCBS	Oxydol, Spic & Span *Dancer-Fitzgerald-Sample, Inc.*
Lowell Thomas *News*	Mon. thru Fri. 11:00–11:15 p.m. 16 CBS stations ORIGINATES: WCBS	Ivory Soap *Compton Advertising, Inc.*
Ma Perkins *Serial drama*	Mon. thru Fri. 1:15–1:30 p.m. 75 CBS stations ORIGINATES: WCBS	Oxydol *Dancer-Fitzgerald-Sample, Inc.*
Mystery of the Week *Drama*	Mon. thru Fri. 7:00–7:15 p.m. 63 CBS stations ORIGINATES: WCBS	Ivory Soap *Compton Advertising, Inc.*
Perry Mason *Serial drama*	Mon. thru Fri. 2:15–2:30 p.m. 77 CBS stations ORIGINATES: WCBS	Spic & Span, Dreft *Dancer-Fitzgerald-Sample, Inc.*
Rosemary *Serial drama*	Mon. thru Fri. 11:45–12:00 noon 58 CBS stations ORIGINATES: WCBS	Ivory Snow *Benton & Bowles, Inc.*
Road of Life *Serial drama*	Mon. thru Fri. 1:45–2:00 p.m. 76 CBS stations ORIGINATES: WCBS	Duz *Compton Advertising, Inc.*
This Is Hollywood with Hedda Hopper *Dramatic*	Saturday 10:15–10:45 p.m. 114 CBS stations ORIGINATES: KNX	Camay *Pedlar & Ryan, Inc.*
Young Dr. Malone *Serial drama*	Mon. thru Fri. 1:30–1:45 p.m. 45 CBS stations ORIGINATES: WCBS	Crisco, Dreft *Compton Advertising, Inc.* *Dancer-Fitzgerald-Sample, Inc.*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
PRUDENTIAL INSURANCE COMPANY OF AMERICA *(404th Week on CBS)* **Prudential Family Hour** with Rise Stevens, Jimmy Carroll, Ted Malone, guest stars, and Al Goodman's Orchestra and chorus *Musical variety*	Sunday 5:00–5:30 p.m. 154 CBS stations ORIGINATES: WCBS	Insurance Services *Benton & Bowles, Inc.*
REXALL DRUG CO. *(100th Week on CBS)* **Durante-Moore Show** *Comedy variety*	Friday 9:30–10:00 p.m. 157 CBS stations ORIGINATES: KNX	Drugs *N. W. Ayer & Sons, Inc.*
R. J. REYNOLDS TOBACCO COMPANY *(709th Week on CBS)* **Bob Hawk Show** *Quiz*	Monday 7:30–8:00 p.m. *Rebroadcast 10:30–11:00 p.m.* 155 CBS stations ORIGINATES: WCBS	Camel Cigarettes, George Washington Smoking Tobacco *William Esty & Co., Inc.*
Vaughn Monroe Show *Musical*	Saturday 7:30–8:00 p.m. *Rebroadcast 9:00–9:30 p.m.* 155 CBS stations ORIGINATES: KNX	Camel Cigarettes, Prince Albert Smoking Tobacco *William Esty & Co., Inc.*
ROMA WINE CO., INC. *(222nd Week on CBS)* **Suspense** *Mystery drama*	Thursday 8:00–8:30 p.m. *Rebroadcast 12 mid.–12:30 a.m.* 87 CBS stations ORIGINATES: KNX	Roma Wines *The Biow Co., Inc.*
+SAFEWAY STORES, INC. *(72nd Week on CBS)* **Bob and Victoria** *Serial drama*	Mon. thru Fri. 3:00–3:15 p.m. 36 CBS stations ORIGINATES: KNX	All Products *Ruthrauff & Ryan, Inc.*
+W. A. SHEAFFER PEN COMPANY *(8th Week on CBS)* **Adventurers' Club** *Dramatic*	Saturday 11:30–12 noon 157 CBS stations ORIGINATES: WBBM	Pens, Pencils, Skrip, Lead *Russel M. Seeds Co., Inc.*

+Program or client added to network schedule since previous issue

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
THE TEXAS COMPANY *(509th Week on CBS)* **The Eddie Bracken Show** *Comedy*	Sunday 9:30–10:00 p.m. 155 CBS stations 51 CBC stations ORIGINATES: KNX	Fire Chief Gasoline, Sky Chief Gasoline, Havoline Motor Oil, Marfak Lubricant *Buchanan & Co., Inc.*
TONI, INC. *(35th Week on CBS)* **Give and Take** *Audience participation*	Saturday 2:00–2:30 p.m. *Rebroadcast* 2:30–3:00 p.m. 158 CBS stations ORIGINATES: WCBS	Toni Home Permanent Wave *Foote, Cone & Belding*
UNITED STATES RUBBER CO. *(226th Week on CBS)* **New York Philharmonic-Symphony** *Musical*	Sunday 3:00–4:30 p.m. 149 CBS stations ORIGINATES: WCBS	Tires *Campbell-Ewald Co., Inc.*
WHITEHALL PHARMACAL COMPANY *(734th Week on CBS)* **Ellery Queen** *Mystery drama*	Wednesday 7:30–8:00 p.m. *Rebroadcast* *12:30–1:00 a.m.* 52 CBS stations ORIGINATES: WCBS	Anacin, Bisodol Mints *Sullivan, Stauffer, Colwell & Bayles, Inc.*
Hollywood Jackpot Starring Kenny Delmar *Audience participation*	Mon., Wed., Fri. 4:30–5:00 p.m. 24 CBS stations ORIGINATES: WCBS	Anacin, Kolynos *Dancer-Fitzgerald-Sample, Inc.*
Mr. Keen, Tracer of Lost Persons *Mystery drama*	Thursday 7:30–8:00 p.m. 50 CBS stations ORIGINATES: WCBS	Kolynos *Dancer-Fitzgerald-Sample, Inc.*
WILDROOT CO., INC. *(75th Week on CBS)* **The Adventures of Sam Spade** *Mystery drama*	Sunday 8:00–8:30 p.m. *Rebroadcast* *12:00 mid.–12:30 a.m.* 157 CBS stations ORIGINATES: KNX	Wildroot Cream Oil *Batten, Barton, Durstine & Osborn, Inc.*

**Program or client added to network schedule since previous issue.*

	CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
CBS SPONSORED PROGRAMS	**J. B. WILLIAMS COMPANY** *(169th Week on CBS)* **William L. Shirer** *News*	Sunday 5:45–6:00 p.m. 149 CBS stations ORIGINATES: WCBS	Shaving Cream Lectric Shave *J. Walter Thompson Co.*
	WM. WRIGLEY, JR., COMPANY *(767th Week on CBS)* **Gene Autry Show** *Musical*	Sunday 7:00–7:30 p.m. 153 CBS stations ORIGINATES: KNX	Chewing Gum *Ruthrauff & Ryan, Inc.*
COLUMBIA PACIFIC NETWORK SPONSORED PROGRAMS *(All times are Pacific Standard time)*	**BARRON-GRAY PACKING CO.** *(72nd Week on CBS)* **Ona Munson in Hollywood** *Hollywood gossip*	Friday 9:55–10:00 p.m. ORIGINATES: KNX	Here's Health Vegetable Juice *Long Advertising Service*
	BEKINS VAN AND STORAGE CO. *(284th Week on CBS)* **Harry W. Flannery** *News analysis*	Mon., Wed., Fri. 5:30–5:45 p.m. ORIGINATES: KNX	Moving and Storage *Brooks Advertising Agency*
	†**CALIFORNIA PRUNE & APRICOT GROWERS' ASSN.** *(206th Week on CBS)* **Surprise Theater** with Knox Manning *Narrations*	Sunday 8:25–8:30 p.m. ORIGINATES: KNX	Sunsweet Tenderized Fruit *Long Advertising Serv*
	CAMPBELL SOUP CO. *(637th Week on CBS)* **Carroll Alcott** *News*	Mon. thru Sat. 8:55–9:00 p.m. ORIGINATES: KNX	All Products *Ward Wheelock Co.*

†Program or client added to network schedule since previous issue.

STATION AND PROGRAM	TIME	PRODUCT AND AGENCY
CHEMICALS, INC. *(28th Week on CBS)* **Meet The Missus** *Audience participation*	Friday 2:30–2:45 p.m. ORIGINATES: KNX	Vano Household Chemical *Garfield & Guild*
"42" PRODUCTS, INC. *(115th Week on CBS)* **Bob Garred** *News*	Tues., Thurs., Sat. 5:45–5:55 p.m. ORIGINATES: KNX	All Products *Brisacher, Van Norden & Staff*
THE GROVE LABORATORIES, INC. *(108th Week on CBS)* **Call of the Range** *Western songs*	Mon., Wed., Fri. 4:00–4:15 p.m. ORIGINATES: KNX	Beaumont Four-Way Cold Tablets *Duane Jones Co., Inc.*
LOMA LINDA FOOD COMPANY *(60th Week on CBS)* **+Melody House** *Inspirational music*	Mon., Wed., Fri. 4:15–4:30 p.m. ORIGINATES: KNX	All Products *Elwood J. Robinson Advertising Agency*
LYON VAN & STORAGE CO. *(67th Week on CBS)* **Meet The Missus** *Participation quiz*	Thursday 2:30–2:45 p.m. ORIGINATES: KNX	Moving and Storage Services *Batten, Barton, Durstine & Osborn, Inc.*
PETER PAUL, INC. *(145th Week on CBS)* **Bob Garred** *News*	Mon., Wed., Fri. 5:45–5:55 p.m. and Tues., Thurs., Sat. 7:30–7:45 a.m. ORIGINATES: KNX	Mounds, Ten Crown Activated Charcoal Gum, Walnettos *Brisacher, Van Norden & Staff*

+Program or client added to network schedule since previous issue

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
PICT-SWEET FOODS, INC. *(40th Week on CBS)* **Hope Chest** *Audience participation*	Sunday 3:30–4:00 p.m. ORIGINATES: KNX	Food Products *Ruthrauff & Ryan, Inc*
PLANTERS NUT AND CHOCOLATE COMPANY *(331st Week on CBS)* **Harry Flannery** *News analysis*	Tues., Thurs., Sat. 5:30–5:45 p.m. ORIGINATES: KNX	All Products *Raymond R. Morgan Agency*
SIGNAL OIL COMPANY *(194th Week on CBS)* **The Whistler** *Mystery drama*	Monday 9:00–9:30 p.m. ORIGINATES: KNX	All Products *Barton A. Stebbins Advertising Agency*
SIMONIZ COMPANY *(40th Week on CBS)* **Meet The Missus** *Participation quiz*	Tuesday 2:45–3:00 p.m. ORIGINATES: KNX	Polish *Decora, Inc.*
STUDEBAKER CORP. *(130th Week on CBS)* **Bob Garred** *News*	Mon., Wed., Fri. 7:30–7:45 a.m. ORIGINATES: KNX	Motor Cars *Roche, Williams & Cleary, Inc.*
H. H. TANNER & COMPANY *(11th Week on CBS)* **Free For All** *Audience participation*	Saturday 1:30–2:00 p.m. ORIGINATES: KNX	Portrait Cold Wave *Manson-Gold Advertising Agency*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY	
ONI, INC. *5th Week on CBS)* **Meet The Missus** *Audience participation*	Mon., Wed., Fri. 2:45–3:00 p.m. ORIGINATES: KNX	Toni Home Permanent Wave *Foote, Cone & Belding*	**COLUMBIA PACIFIC NETWORK**
ASHINGTON COOPERATIVE ARMERS' ASSOCIATION *109th Week on CBS)* **Meet The Missus** *Audience participation*	Thursday 2:45–3:00 p.m. ORIGINATES: KNX	Lynden Foods *Pacific National Advertising Agency*	
ASHINGTON STATE APPLE COMMISSION *29th Week on CBS)* **Front Page Features** with Knox Manning *News* *Series ends March 29*	Tues., Thurs., Sat. 5:00–5:15 p.m. ORIGINATES: KNX	Washington State Apples *J. Walter Thompson Co.*	
ERRY-MORSE SEED CO. *100th Week on CBS)* **Time for Rolly Langley** *Gardening*	Friday 4:30–4:45 p.m. ORIGINATES: KQW	Seeds *MacManus, John & Adams, Inc.*	**COLUMBIA CALIFORNIA NETWORK**
McMAHAN FURNITURE STORES *69th Week on CBS)* **Knox Manning** *News*	Mon. thru Fri. 12:30–12:45 p.m. ORIGINATES: KNX	House Furnishings *M-C-M Adv. Agency*	

CBS SUSTAINING PROGRAMS

are chosen because they are *timely*, *exciting* and *balanced*. These three standards of selection produce a diverse, flexible program schedule, carefully designed to win and retain the interest of millions of listeners. To maintain its flexibility—to continue to present the most highly contemporary and most stimulating sustaining programs on the air—Columbia finds it necessary from time to time to alter some details in its schedule. These day-to-day and even hour-to-hour changes are reported, when possible, in local newspaper radio listings.

For your convenience, the Columbia sustaining programs listed on the following pages are grouped in these classifications:

NEWS BROADCASTS . . . . . *Page 21*

CURRENT AFFAIRS . . . . . *Page 22*

SERIOUS MUSIC . . . . . *Page 23*

LIGHT MUSIC . . . . . *Page 24*

LIGHT ENTERTAINMENT . . . . . *Page 25*

EDUCATIONAL PROGRAMS . . . . . *Page 27*

RELIGIOUS BROADCASTS . . . . . *Page 27*

CBS SHORTWAVE BROADCASTS . . . . . *Page 28*

SPECIAL BROADCASTS: WINTER, 1946-1947 . . . . . *Page 29*

PROGRAM AND TIME	DESCRIPTION
News Broadcasts *(with international pickups)* 8:00–8:15 a.m. MONDAY THRU SATURDAY 9:00–9:15 a.m. SUNDAY	Columbia's reporters in foreign capitals, in New York and in Washington cover the vast panorama of economic and political peace developments. Correspondents include Howard K. Smith and Allan Jackson from London, Don Pryor from Paris, George Polk from Cairo, Stephen Laird from Berlin, Bill Costello from Tokyo, and Bill Dunn from Manila.
News Broadcasts 9:00–9:15 a.m. MONDAY THRU SATURDAY	A summary of the latest news delivered by Harry Clark.
4:25–4:30 p.m. MONDAY THRU FRIDAY	A brief summary of the latest happenings at home and abroad from the CBS News Room.
5:00–6:15 p.m. EACH SATURDAY	Straight, hard news of the world delivered from the U.S. capital by Bill Shadel, of the CBS Washington news staff.
11:00–11:10 p.m. SUNDAY THRU SATURDAY	A news summary by Charles Collingwood Monday through Friday and by Ned Calmer Saturday and Sunday.
News Analyses 11:15–11:25 p.m. MONDAY THRU SATURDAY	"The Meaning of the News" by Joseph C. Harsch Monday through Friday. On Saturday Columbia presents an analysis by Quincy Howe.
Howard K. Smith From London 1:45–2:00 p.m. EACH SUNDAY	An analysis of the week's international news as viewed from London by the Chief of CBS' European News Staff.
Weekly News Review 2:00–2:30 p.m. EACH SUNDAY	An informative, careful summary of the week's developments in national and international affairs, business, labor, science, religion, and sports.
Red Barber—Sports 6:30–6:45 p.m. MONDAY THRU FRIDAY	Columbia's director of sports reviews the day's events, interviews sports stars, and from time to time calls in special reporters across the nation.

As Others See Us 12:30–1:00 pm. EACH SUNDAY	Larry Lesueur with a report on what other nations say editorially in print and by radio about the United States. Reports come from CBS correspondents in all parts of the globe.
Cross Section — U. S. A. 3:00–3:30 p.m. EACH SATURDAY	Interviews by Bill Downs and other CBS newsmen with representative Americans on current questions of paramount public interest. Dwight Cooke is moderator. Nine business, labor, and farm organizations help pick topics and participants.
Feature Story 11:10–11:15 p.m. MONDAY THRU SUNDAY	The biggest story in the day's news, placed in its setting and described in detail by Don Hollenbeck Monday through Friday and by Bill Downs on Saturday and Sunday.
Footnote 11:25–11:30 p.m. MONDAY THRU SATURDAY	A report on some person, place, or event not in the day's news but still of current interest and significance.
In My Opinion 6:15–6:30 p.m. MONDAY AND THURSDAY	A series in which authors, columnists, and leaders in many fields express personal views on a wide variety of topics of current interest.
One World Flight 10:00–10:30 p.m. EACH TUESDAY	Through narration, wire recordings, and original music, Norman Corwin reports on his recent round-the-globe survey of the chances for world unity and peace. A special 13-week series.
Open Hearing 10:30–11:00 p.m. EACH TUESDAY	From Washington, men and women who make and execute national policies discuss a major issue of the week. CBS correspondent Winston Burdett reports background news underlying the issue and sums up the debate.
People's Platform 1:00–1:30 p.m. EACH SUNDAY	Provocative issues of the day informally debated by two or more speakers who stress their opposing views, but seek also a common meeting ground.

CURRENT AFFAIRS

Report from the UN
11:15–11:30 p.m.
EACH SUNDAY

Larry Lesueur sums up the week's developments at UN meetings in New York.

Report from Washington
6:15–6:30 p.m.
EACH FRIDAY

A summary of the week on Capitol Hill sketched in against the broader background of current national questions.

Time For Reason—About Radio
1:30–1:45 p.m.
EACH SUNDAY

Lyman Bryson, CBS Counsellor on Public Affairs and Professor of Education at Columbia University, devotes his regular Sunday talks to a detailed analysis of broadcasting and its manifold problems.

Word from the Country
6:15–6:30 p.m.
EACH WEDNESDAY

A weekly spot-check of regional news, editorial opinion, and feature stories from various cities across the nation.

SERIOUS MUSIC

E. Power Biggs, Organist
9:15–9:45 a.m.
EACH SUNDAY

Playing in the Germanic Museum at Harvard University, he is joined by members of the Boston Symphony Orchestra to perform works for organ and various instrumental combinations.

William Hess
11:30–12:00 midnight
EACH MONDAY

A series of programs starring the young American tenor, accompanied by Alfredo Antonini and the Columbia Concert Orchestra. His repertory includes well-known concert songs and operatic arias.

Invitation to Music
11:30–12:00 midnight
EACH WEDNESDAY

Distinguished soloists with the CBS Symphony Orchestra give emphasis to comparatively unfamiliar but important works of the great composers.

Johnson Family Singers
9:45–10:00 a.m.
EACH SUNDAY

Folk songs, hymns, and hillbilly ballads sung by the mixed voices of a Southern farm family of six. From Charlotte, N.C.

	PROGRAM AND TIME	WHAT YOU'LL HEAR
SERIOUS MUSIC *Continued*	**Juilliard School of Music** 11:30–12:00 midnight EACH THURSDAY	Musical classics and the works of eminent modern composers performed by instrumental ensembles and the string quartet of one of America's leading music schools.
	Music You Know 11:30–12:00 midnight EACH SUNDAY	Familiar selections of light classical music by the Columbia Concert Orchestra. Alfredo Antonini conducts.
	Philadelphia Orchestra 5:00–6:00 p.m. EACH SATURDAY	Eugene Ormandy and guest conductors direct the orchestra, with famous soloists, in a weekly symphony concert.
	Rochester Civic Orchestra 11:30–12:00 midnight EACH TUESDAY	CBS presents the Rochester Civic Orchestra performing the shorter works of the masters and the more familiar music of contemporary composers. Guy Fraser Harrison conducts.
	Salt Lake Tabernacle Choir and Organ 11:30–12:00 noon EACH SUNDAY	J. Spencer Cornwall, assisted by Richard P. Condie, conducts the Tabernacle Choir. Organists are Alexander Schreiner and Dr. Frank Asper. The "Spoken Word" is by Richard Evans.
LIGHT MUSIC	**Bouquet For You** 3:00–3:30 p.m. MONDAY THRU FRIDAY	Popular ballads and dance music. Mon., Wed., Fri.: Howard Smith's orchestra with songs by Patti Clayton and Billy Williams. Tues., Thurs.: Caesar Petrillo's orchestra with Billy Leach and Louise King.
	Carolina Calling 8:30–9:00 a.m. EACH SUNDAY	Musical variety program with a Southern accent, featuring hillbilly tunes, traditional spirituals, and folksongs of the Carolinas. Emcee Grady Cole's cast includes the "Briarhoppers," Fred Kirby, the Johnson Family Singers and Harry Blair with the White Quartet. From Charlotte.

PROGRAM AND TIME	DESCRIPTION	
Dance Orchestra VARIOUS HOURS	Every night – and often during the day – Columbia broadcasts the music of the ranking dance orchestras from all over the country. Throughout the week CBS audiences can hear: BLUE BARRON, JOHNNY LONG, FRANKIE CARLE, VAUGHN MONROE, JIMMY DORSEY, LEIGHTON NOBLE, CHUCK FOSTER, TONY PASTOR, EDDY HOWARD, BOYD RAEBURN, HENRY KING, CHARLIE SPIVAK, GENE KRUPA, TED STRAETER, ELLIOT LAWRENCE, CLAUDE THORNHILL, GUY LOMBARDO, TED WEEMS	LIGHT MUSIC
The Mariners 8:15–8:30 a.m. EACH SUNDAY	Four former members of the U.S. Coast Guard continue a war-born quartet. They are: Martin Bougham, James Lewis, Thomas Lockard, and Homer Smith.	
Three Steps To Rhythm 8:45–9:00 a.m. MONDAY THRU FRIDAY	Popular tunes of the day by three instrumentalists playing piano, guitar and bass fiddle. From Cincinnati.	
Treasury Bandstand 5:30–6:00 p.m. MONDAY THRU FRIDAY 3:30–4:00 p.m. EACH SATURDAY	Popular dance bands of the day presented in behalf of the United States Treasury Department's continuing Savings Bond Drive.	
Trumpeteers 8:30–8:45 a.m. MONDAY THRU FRIDAY	Noted Negro quartet in a program of spirituals and folk songs. From Baltimore.	
Waitin' for Clayton 7:00–7:15 p.m. EACH SATURDAY	Patti Clayton, the bright new singing star who first made her mark with Arthur Godfrey. Jerry Gray conducts the orchestra on her program of popular ballads.	
Give and Take 10:00–10:30 a.m. MONDAY THRU FRIDAY	Veteran emcee John Reed King leads studio and radio audiences through an hilarious obstacle course of quizzes, stunts, and contests.	LIGHT ENTERTAINMENT

Arthur Godfrey 11:00–11:30 a.m. MONDAY THRU FRIDAY	Godfrey presides as master of ceremonies over his own musical and variety show. His banter and contagious chuckling are accompanied by an orchestra, chorus and several vocalists.
Arthur Godfrey's Talent Scouts 9:30–10:00 p.m. EACH TUESDAY	Godfrey's legion of loyal listeners bring in their discoveries for competitive auditions that mean a reward for the talent scout and a chance at the big time for the performer.
House Party 4:00–4:25 p.m. MONDAY THRU FRIDAY	Art Linkletter's rollicking audience participation show. Last year just his studio audience alone came to 100,000 people and he figures he interviewed about 2900 of them.
Matinee At Meadowbrook 4:00–4:30 p.m. EACH SATURDAY	Weekly program from Frank Dailey's Meadowbrook in suburban New Jersey, featuring name bands, guest comedians and star singers.
Oklahoma Round-Up 9:15–10:00 a.m. MONDAY THRU FRIDAY	Songs, humor, and folklore of the Southwest in a variety program written and presided over by Hiram Higsby. From Oklahoma City.
Once Upon A Tune 6:15–6:45 p.m. EACH SATURDAY	These new, imaginative musical-comedy miniatures are to radio what the best of cartoon fantasies are to the movies. Ray Darby is librettist; Morris Surdin, composer; Carl Beier, Jr., producer-director.
Renfro Valley Folks 9:30–10:00 a.m. EACH SATURDAY	John Lair's spirited and authentic hillbilly variety show, featuring Lily May Ledford and the Coon Creek Girls. It originates in an old-time log cabin settlement outside Louisville, Ky.
Sweeney & March 10:30–11:00 p.m. EACH MONDAY	Satires on everyday life, and on themselves, by gullible Bob Sweeney and his tormentor, Hal March. Music by Lud Gluskin.
Winner Take All 3:30–3:45 p.m. MON. THRU FRI.	Audience participation quiz program that allows a successful contestant to stay on the show indefinitely, as long as he can produce the answers. Bill Cullen is M.C.

Adventures in Science 4:30–4:45 p.m. EACH SATURDAY	Watson Davis, Director of Science Service, brings to the microphone prominent guest scientists who explain recent discoveries in industry and medicine and report on recent scientific progress.
Columbia's American School of the Air 5:00–5:30 p.m. MONDAY—World Neighbors TUESDAY—Gateways to Music WEDNESDAY—March of Science THURSDAY—Tales of Adventure FRIDAY—Opinion Please	Columbia's notable education series, planned to supplement school work and encourage joint child-and-parent listening. Leading educational organizations guide the development of these programs on music, science, literature, current opinion, and contemporary life in member nations of the UN. Now in its 18th year.
Columbia's Country Journal 2:00–2:30 p.m. EACH SATURDAY	The farmer's daily problems and his role in the nation's business form the weekly theme of Columbia's "radio farm magazine." Originating in Washington for national farm news, it switches to various farm regions of the country highlighting local problems and developments.
Frontiers of Science 6:15–6:30 p.m. EACH TUESDAY	Science news of the world put into today's perspective in its economic and political importance by Quincy Howe.
Invitation to Learning 12:00–12:30 p.m. EACH SUNDAY	Distinguished scholars, authors and critics meet informally on this series to discuss the outstanding classics of world literature. Over three hundred books have been analyzed on this program, which is now in its sixth year on the air.
Of Men and Books 4:45–5:00 p.m. EACH SATURDAY	On this popular series now in its ninth year, guest critics (members of the CBS program department) discuss the latest books and their authors.

Church of the Air 10:00–10:30 a.m. 10:30–11:00 a.m. EACH SUNDAY	In its 16th consecutive year, the pulpit of Columbia's *Church of the Air* continues to be impartially available, twice each Sunday, to America's religious faiths.

	PROGRAM AND TIME	DESCRIPTION
RELIGIOUS BROADCASTS *Continued*	**Wings Over Jordan** 11:05–11:30 a.m. EACH SUNDAY	The renowned twenty-voice choir sings spirituals and gospel songs. The Rev. Glynn T. Settle conducts the responsive Bible reading and gives a brief inspirational message.
SPECIAL CBS SHORTWAVE BROADCASTS TO LATIN AMERICA *CBS transmits on* *WCBX, New York* *WCRC, New York* *WCBN, New York* *WCDA, New York*	**News, News Features and Entertainment Beamed to The Network of the Americas** In: SPANISH PORTUGUESE	From 5:00 p.m. till 1:00 a.m. the following morning Columbia programs are beamed to all Latin America in both Spanish and Portuguese. News, cultural and sports features are emphasized; musical and dramatic shows, many of which are rebroadcast on standard wave by Columbia's 124 affiliated stations in Latin America, round out the entertainment schedule.
SPECIAL CBS SHORTWAVE BROADCASTS TO EUROPE AND THE EAST *CBS transmits on* *WCBX, New York* *WCRC, New York* *WCDA, New York* *WOOG, New York* *WOOW, New York* *WCBN, New York*	**News, News Features and Entertainment Beamed Overseas** In: ENGLISH FRENCH ITALIAN GERMAN POLISH SERBO-CROAT DUTCH CZECH	News and news features in eight languages occupy the major portion of the CBS program schedule beamed to Europe, Africa, the Near East and Asia. The European schedule includes entertainment and cultural programs produced in English for English-speaking listeners and U.S. military and government personnel abroad, as well as daily programs of American music broadcast in French and Italian. For more than two years, CBS has been operating at Delano, California, the two new 50 kw transmitters (KCBA and KCBF) and also the giant 200 kw. transmitter, KCBR, all equipped with a system of highly directional antennas. These transmitters provide a West Coast originating base for programs serving troops in the Pacific and in carrying out the program of the occupation of Japan and the former Japanese-held territories. Languages used on the West Coast transmissions include Chinese, Siamese, Korean, Malayan, Dutch and English.

SPECIAL BROADCASTS: WINTER, 1946-47

Listed here are a representative group of special CBS broadcasts under two general categories:

1. Sustaining broadcasts of distinctive program value.
2. Programs of public significance arranged by the CBS Talks Department.

These broadcasts are scheduled on a week to week, day to day, and even, on occasion, hour to hour basis. This flexibility helps to sharpen the broadcasts from the point of view of public service and timeliness.

NOTABLE BROADCASTS:

DECEMBER 24. As a significant part of its Christmas schedule, CBS dramatized Philip Van Doren Stern's best-selling story *The Greatest Gift*, demonstrating the Christian principles of the dignity and importance of the individual. John Beal played the central role of the small-town banker who wonders whether his life has been of any consequence. Everett Helm, authority on Christmas carols, wrote the music.

DECEMBER 31. At the edge of the new year, (10-11 p.m.) Columbia's Documentary Unit presented a backward-glancing program called *Moments Make the Year*. As the broadcast turned its spotlight on a succession of 1946 events, it brought to the microphone an array of diverse personalities in the year's news—ranging from Dr. Leon Goldenson, Nuremberg psychiatrist, to Betty Garrett, actress who popularized "South America, Take It Away."

JANUARY 3. A special CBS broadcast from the United States Senate during the contest over the seating of Senator-elect Theodore G. Bilbo presented exclusive interviews with two principal antagonists: Glen H. Taylor, Democrat, of Idaho, and Allen J. Ellender, Democrat, of Louisiana.

JANUARY 14. Norman Corwin began his long-awaited *One World Flight*, a special series of 13 programs reporting on a round-the-globe trip awarded him jointly by the Common Council for American Unity and the Willkie Memorial of Freedom House. In this first program listeners heard wire-recorded interviews with people, famous and obscure, representing 18 countries in all quarters of the earth. They reflected the universal impact of World War II and expressed their views on the chances for world unity and peace.

FORUMS:

DECEMBER 17. LEE JOHNSON, Executive Secretary of the National Public Housing Conference, and JOSEPH MEYERHOFF, President of the National Association of Home Builders, matched views on "What Should The Government Do Now About Veterans' Housing?": 10:30-11:00 p.m. EST.

JANUARY 5. RALPH ROBEY, chief economist for the NAM, and ROBERT NATHAN, consulting economist for the CIO, debated the question: "Would Wage Increases Raise Prices?": 1:00-1:30 p.m. EST.

JANUARY 6. EDWARD L. BERNAYS, public relations counsel, and ARCHIBALD M. CROSSLEY, business research-executive, explored the possible dangers likely to arise from unlicensed public opinion polls: 6:15-6:30 p.m. EST.

JANUARY 12. HENRY A. WALLACE and SENATOR BOURKE B. HICKENLOOPER, Republican from Iowa, presented their views on "What is the State of the Union?": 1:00-1:30 p.m. EST.

FEBRUARY 2. CBS began a 33-week series on "The Pursuit of Happiness" with a discussion of the "Analects" of Confucius. Participating were DR. LIN YUTANG, ANDRE MICHALOPOULOS, and EUGENE O'NEILL, JR.: 12:00-12:30 p.m. EST.

FEBRUARY 6. LUTHER EVANS, Librarian of Congress, and ALLAN NEVINS, Professor of History at Columbia University, debated the topic: "Is the Morgenthau Diary Public Property?": 6:15-6:30 p.m. EST.

FEBRUARY 9. RALPH INGERSOLL, former editor of PM, and DOROTHY THOMPSON, correspondent and commentator, examined the question: "What Should American Policy Be Toward Poland?": 1:00-1:30 p.m. EST.

FEBRUARY 14. SENATOR JAMES E. MURRAY of Montana, REPRESENTATIVE W. M. WHITTINGTON of Mississippi and students of Syracuse University, discussed the question: "Should the Government Guarantee You a Job?": 5:00-5:30 p.m. EST.

TALKS:

DECEMBER 7. GENERAL WALTER KRUGER, former Commander of the Sixth Army in the Pacific, talked about service unification, preparedness and what might have happened if the Japs had dropped an atom bomb on Pearl Harbor; then he outlined "Six Major Musts For The Army of the Future": 10:45-11:00 p.m. EST.

JANUARY 11. IRA HIRSCHMANN, Special Inspector General of UNRRA, and recently returned from a special mission to investigate conditions among displaced Poles and the Polish population, spoke on "The Lost People of Europe": 10:45-11:00 p.m. EST.

JANUARY 14. BASIL O'CONNOR, President of the National Foundation for Infantile Paralysis, announced the opening of the ninth annual March of Dimes drive: 4:45-5:00 p.m. EST.

JANUARY 17. ELLIS ARNALL and HERMAN TALMADGE presented their conflicting points of view about "The Georgia Governorship": 6:15-6:30 p.m. EST.

JANUARY 25. Speaking as a Republican advisor on international affairs, JOHN FOSTER DULLES explained the need for "American Leadership in Peace": 3:45-4:00 p.m. EST.

JANUARY 27. CHARLES P. TAFT, newly elected president of the Federal Council of Churches of Christ in America, talked on the purposes of National Youth Week: 5:45-6:00 p.m. EST.

FEBRUARY 1. JULIAN HUXLEY, Director General of the United Nations Educational, Scientific and Cultural Organization, reported on the UNESCO Paris Conference: 10:45-11:00 p.m. EST.

FEBRUARY 3. GENERAL OMAR N. BRADLEY, head of the Veterans Administration, announced the opening of a drive to encourage GI's to recapture lapsed government insurance: 6:15-6:30 p.m. EST.

FEBRUARY 8. PATRICK GORDON WALKER, Member of Parliament and Parliamentary Private Secretary to Herbert Morrison, talked on "The New Democracy in Britain:" 10:45-11:00 p.m. EST.

FEBRUARY 11. SENATOR ROBERT A. TAFT examined the enduring influence of Abraham Lincoln on American thought and government: 10:30-10:50 p.m. EST.

FEBRUARY 21. MISS MARGARET SHANNON, Executive Secretary of the Board of Foreign Missions of the Presbyterian Church, spoke on the World Day of Prayer: 5:45-6:00 p.m. EST.

CBS PROGRAM BOOK SUPPLEMENT • APRIL 1, 1947

NATIONAL BROADCASTING COMPANY, INC.
GENERAL LIBRARY
30 ROCKEFELLER PLAZA, NEW YORK, N. Y.

MONTHLY CORRECTIONS • CBS SPONSORED PROGRAMS (All times are Eastern Standard Time)

Page 4	AMERICAN TOBACCO COMPANY	Cancel series after April 19.
Page 5	CAMPBELL SOUP COMPANY	Change listing of "The Campbell Room Starring Hildegarde" to "Meet Corliss Archer", originating at KNX.
Page 6	CANADA DRY GINGER ALE, INC.	Cancel series.
Page 7	EVERSHARP, INC.	Cancel "Maisie" series.
Page 9	GENERAL MOTORS CORP.	Change listing to "Man Called X", Thursday 10:30–11:00 p.m.
Page 9	HOUSEHOLD FINANCE CORP.	Change listing to "The Whistler", Wednesday 10:00–10:30 p.m.
Page 9	RICHARD HUDNUT SALES CO., INC.	Change company name to Wm. R. Warner & Co., Inc., and product listing to Richard Hudnut Beauty Preparations.
Page 14	R. J. REYNOLDS TOBACCO COMPANY	Change rebroadcast time of "Vaughn Monroe Show" to 11:00–11:30 p.m.
Page 15	THE TEXAS COMPANY	Change listing to "The New Tony Martin Show."
Page 15	WHITEHALL PHARMACAL COMPANY	Cancel "Hollywood Jackpot" series. Cancel "Ellery Queen" series after April 16.
Page 17	THE GROVE LABORATORIES, INC.	Cancel series.
Page 18	H. H. TANNER & COMPANY	Cancel series.

JANUARY 12. HENRY A. WALLACE and SENATOR BOURKE B. HICKENLOOPER, Republican from Iowa, presented their views on "What is the State of the Union?": 1:00-1:30 p.m. EST.

FEBRUARY 2. CBS began a 33-week series on "The Pursuit of Happiness" with a discussion of the "Analects" of Confucius. Participating were DR. LIN YUTANG, ANDRE MICHALOPOULOS, and EUGENE O'NEILL, JR.: 12:00-12:30 p.m. EST.

FEBRUARY 6. LUTHER EVANS, Librarian of Congress, and ALLAN NEVINS, Professor of History at Columbia University, debated the topic: "Is the Morgenthau Diary Public Property?": 6:15-6:30 p.m. EST.

FEBRUARY 9. RALPH INGERSOLL, former editor of PM, and DOROTHY THOMPSON, correspondent and commentator, examined the question: "What Should American Policy Be Toward Poland?": 1:00-1:30 p.m. EST.

FEBRUARY 14. SENATOR JAMES E. MURRAY of Montana, REPRESENTATIVE W. M. WHITTINGTON of Mississippi and students of Syracuse University, discussed the question: "Should the Government Guarantee You a Job?": 5:00-5:30 p.m. EST.

TALKS:

DECEMBER 7. GENERAL WALTER KRUGER, former Commander of the Sixth Army in the Pacific, talked about service unification, preparedness and what might have happened if the Japs had dropped an atom bomb on Pearl Harbor; then he outlined "Six Major Musts For The Army of the Future": 10:45-11:00 p.m. EST.

JANUARY 11. IRA HIRSCHMANN, Special Inspector General of UNRRA, and recently returned from a special mission to investigate conditions among displaced Poles and the Polish population, spoke on "The Lost People of Europe": 10:45-11:00 p.m. EST.

JANUARY 14. BASIL O'CONNOR, President of the National Foundation for Infantile Paralysis, announced the opening of the ninth annual March of Dimes drive: 4:45-5:00 p.m. EST.

JANUARY 17. ELLIS ARNALL and HERMAN TALMADGE presented their conflicting points of view about "The Georgia Governorship": 6:15-6:30 p.m. EST.

JANUARY 25. Speaking as a Republican advisor on international affairs, JOHN FOSTER DULLES explained the need for "American Leadership in Peace": 3:45-4:00 p.m. EST.

JANUARY 27. CHARLES P. TAFT, newly elected president of the Federal Council of Churches of Christ in America, talked on the purposes of National Youth Week: 5:45-6:00 p.m. EST.

FEBRUARY 1. JULIAN HUXLEY, Director General of the United Nations Educational, Scientific and Cultural Organization, reported on the UNESCO Paris Conference: 10:45-11:00 p.m. EST.

FEBRUARY 3. GENERAL OMAR N. BRADLEY, head of the Veterans Administration, announced the opening of a drive to encourage GI's to recapture lapsed government insurance: 6:15-6:30 p.m. EST.

FEBRUARY 8. PATRICK GORDON WALKER, Member of Parliament and Parliamentary Private Secretary to Herbert Morrison, talked on "The New Democracy in Britain:" 10:45-11:00 p.m. EST.

FEBRUARY 11. SENATOR ROBERT A. TAFT examined the enduring influence of Abraham Lincoln on American thought and government: 10:30-10:50 p.m. EST.

FEBRUARY 21. MISS MARGARET SHANNON, Executive Secretary of the Board of Foreign Missions of the Presbyterian Church, spoke on the World Day of Prayer: 5:45-6:00 p.m. EST.

NEW CBS SUSTAINING PROGRAMS

Look Your Best	Mon. thru Fri. 10:00–10:30 a.m. ORIGINATES: WCBS	Hollywood make-up artist Richard Willis talks over clothes and beauty problems with women from the studio audience and passes on tips to radio listeners.
Sound Off With Mark Warnow	Friday 7:30–8:00 p.m. ORIGINATES: KNX	Musical series featuring Mark Warnow and his orchestra. Dramatic vignettes based on the peacetime accomplishments of the U.S. Army. A joint CBS-U.S. Army Recruiting Service production. (Returned to schedule.)
Horse Racing	Saturday 4:00–4:15 p.m. ORIGINATES: WCBS	Leading spring turf events described by Joe Palmer, racing editor of the *New York Herald Tribune.*

MONTHLY CORRECTIONS • CBS SUSTAINING PROGRAMS

Page 24	**JUILLIARD SCHOOL OF MUSIC**	Cancel series.
Page 24	**ROCHESTER CIVIC ORCHESTRA**	Cancel series.
Page 25	**GIVE AND TAKE**	Change time to 4:30–5:00 p.m.
Page 26	**MATINEE AT MEADOWBROOK**	Cancel series.

JANUARY 12. HENRY A. WALLACE and SENATOR BOURKE B. HICKENLOOPER, Republican from Iowa, presented their views on "What is the State of the Union?": 1:00-1:30 p.m. EST.

FEBRUARY 2. CBS began a 33-week series on "The Pursuit of Happiness" with a discussion of the "Analects" of Confucius. Participating were DR. LIN YUTANG, ANDRE MICHALOPOULOS, and EUGENE O'NEILL, JR.: 12:00-12:30 p.m. EST.

FEBRUARY 6. LUTHER EVANS, Librarian of Congress, and ALLAN NEVINS, Professor of History at Columbia University, debated the topic: "Is the Morgenthau Diary Public Property?": 6:15-6:30 p.m. EST.

FEBRUARY 9. RALPH INGERSOLL, former editor of PM, and DOROTHY THOMPSON, correspondent and commentator, examined the question: "What Should American Policy Be Toward Poland?": 1:00-1:30 p.m. EST.

FEBRUARY 14. SENATOR JAMES E. MURRAY of Montana, REPRESENTATIVE W. M. WHITTINGTON of Mississippi and students of Syracuse University, discussed the question: "Should the Government Guarantee You a Job?": 5:00-5:30 p.m. EST.

TALKS:

DECEMBER 7. GENERAL WALTER KRUGER, former Commander of the Sixth Army in the Pacific, talked about service unification, preparedness and what might have happened if the Japs had dropped an atom bomb on Pearl Harbor; then he outlined "Six Major Musts For The Army of the Future": 10:45-11:00 p.m. EST.

JANUARY 11. IRA HIRSCHMANN, Special Inspector General of UNRRA, and recently returned from a special mission to investigate conditions among displaced Poles and the Polish population, spoke on "The Lost People of Europe": 10:45-11:00 p.m. EST.

JANUARY 14. BASIL O'CONNOR, President of the National Foundation for Infantile Paralysis, announced the opening of the ninth annual March of Dimes drive: 4:45-5:00 p.m. EST.

JANUARY 17. ELLIS ARNALL and HERMAN TALMADGE presented their conflicting points of view about "The Georgia Governorship": 6:15-6:30 p.m. EST.

JANUARY 25. Speaking as a Republican advisor on international affairs, JOHN FOSTER DULLES explained the need for "American Leadership in Peace": 3:45-4:00 p.m. EST.

JANUARY 27. CHARLES P. TAFT, newly elected president of the Federal Council of Churches of Christ in America, talked on the purposes of National Youth Week: 5:45-6:00 p.m. EST.

FEBRUARY 1. JULIAN HUXLEY, Director General of the United Nations Educational, Scientific and Cultural Organization, reported on the UNESCO Paris Conference: 10:45-11:00 p.m. EST.

FEBRUARY 3. GENERAL OMAR N. BRADLEY, head of the Veterans Administration, announced the opening of a drive to encourage GI's to recapture lapsed government insurance: 6:15-6:30 p.m. EST.

FEBRUARY 8. PATRICK GORDON WALKER, Member of Parliament and Parliamentary Private Secretary to Herbert Morrison, talked on "The New Democracy in Britain:" 10:45-11:00 p.m. EST.

FEBRUARY 11. SENATOR ROBERT A. TAFT examined the enduring influence of Abraham Lincoln on American thought and government: 10:30-10:50 p.m. EST.

FEBRUARY 21. MISS MARGARET SHANNON, Executive Secretary of the Board of Foreign Missions of the Presbyterian Church, spoke on the World Day of Prayer: 5:45-6:00 p.m. EST.

CBS Program Book
Supplement for April
to be tipped in here

NATIONAL BROADCASTING COMPANY, INC.
GENERAL LIBRARY

NATIONAL BROADCASTING COMPANY, INC.
GENERAL LIBRARY
30 ROCKEFELLER PLAZA, NEW YORK, N. Y.

CBS PROGRAM BOOK SUPPLEMENT • MAY 1, 1947

MONTHLY CORRECTIONS • CBS SPONSORED PROGRAMS		(All times are Eastern Daylight Time)
Page 4	**ARMOUR & COMPANY**	Change time to 4:00–4:15 p.m.
Page 8	**FERRY-MORSE SEED COMPANY**	Cancel series after May 10. "Garden Gate" continues as a sustaining program beginning May 17.
Page 9	**WM. R. WARNER & CO., INC.** (formerly Richard Hudnut Sales Co., Inc.)	Change time to 7:45–8:00 p.m.; rebroadcast time to 12:30–12:45 a.m.
Page 12	**PET MILK SALES CORPORATION**	Change time of "Saturday Night Serenade" to 9:30–10:00 p.m. Change rebroadcast time of "Mary Lee Taylor" to 3:00–3:30 p.m.
Page 13	**THE PROCTER & GAMBLE CO.**	Change time of "This Is Hollywood" to 10:00–10:30 p.m.
Page 14	**R. J. REYNOLDS TOBACCO COMPANY**	Change time of "Vaughn Monroe Show" to 8:00–8:30 p.m.; rebroadcast time to 12 midnight–12:30 a.m. Change time of "Bob Hawk Show" to 10:30–11:00 p.m.
Page 15	**TONI, INC.**	Cancel rebroadcast time.
Page 15	**UNITED STATES RUBBER CO.**	New York Philharmonic - Symphony concerts concluded as sponsored series April 13; concerts continue as sustaining programs through May 11.
Page 16	**J. B. WILLIAMS COMPANY**	Cancel series.

NEW CBS SUSTAINING PROGRAMS

Bill Goodwin Show	Saturday 9:00–9:30 p.m. ORIGINATES: KNX	The accomplished radio emcee-comedian in a new role: as an eager beaver determined to help his community but thwarted at every turn.
My Friend Irma	Friday 10:30–11:00 p.m. ORIGINATES: KNX	Comedy series starring Marie Wilson and Cathy Lewis as young working girls of diametrically opposite backgrounds and temperaments, brought together as roommates by the housing shortage.
News	Sun. thru Sat. 12:00–12:15 a.m. ORIGINATES: WCBS	Late news, reported Monday through Friday by Bob Hite, Saturday and Sunday by Bill Rogers.
Report from the Far East	Thursday 11:15–11:25 p.m. ORIGINATES: WCBS	CBS reporter Bill Costello in a weekly summary from Tokyo.
Report on Happenings at the White House	Friday 11:15–11:25 p.m. ORIGINATES: WTOP	John Adams rounds up the week's news at 1600 Pennsylvania Avenue.
Report from Overseas	Saturday 11:15–11:25 p.m. ORIGINATES: WCBS	Each week a CBS foreign correspondent reports from an overseas news center currently of world interest.
Robert Q. Lewis Little Show	Saturday 7:30–7:45 p.m. ORIGINATES: WCBS	New comedy-variety show, satirizing movies, popular songs, and sports. Produced by Goodman Ace.
Romance	Wednesday 7:30–8:00 p.m. ORIGINATES: WCBS	Broadway and Hollywood stars in dramatizations of the great love stories of all time. (Returned to schedule; formerly "Theatre of Romance.")
Studio One	Tuesday 9:30–10:30 p.m. ORIGINATES: WCBS	Full-hour radio dramas adapted from contemporary plays and novels, performed by top-flight New York casts and directed by the new Canadian radio writer, Fletcher Markle.

NEW CBS SUSTAINING PROGRAMS (continued)

Talks	Wednesday 6:15–6:30 p.m. ORIGINATES: WCBS	Authoritative viewpoints by people who figure prominently in the events of the day.

MONTHLY CORRECTIONS · CBS SUSTAINING PROGRAMS

Page 21	**NEWS ANALYSES**	Change time to 11:10–11:15 p.m., Monday through Friday, Winston Burdett; Saturday and Sunday, Quincy Howe.
Page 22	**CROSS SECTION—U.S.A.**	Change time to 5:00–5:30 p.m.
Page 22	**FEATURE STORY**	Change time to 11:15–11:25 p.m., Monday through Wednesday. (Ned Calmer, with pickups from American cities and from overseas.)
Page 23	**WORD FROM THE COUNTRY**	Change time to Saturday, 6:15–6:30 p.m.
Page 24	**PHILADELPHIA ORCHESTRA**	Cancel series.
Page 26	**HOUSE PARTY**	Change time to 5:00–5:30 p.m.
Page 26	**SWEENEY & MARCH**	Change time to Saturday, 10:30–11:00 p.m.
Page 26	**WINNER TAKE ALL**	Change time to Monday, 7:30–8:00 p.m.
Page 27	**COLUMBIA'S AMERICAN SCHOOL OF THE AIR**	Series ended April 25.

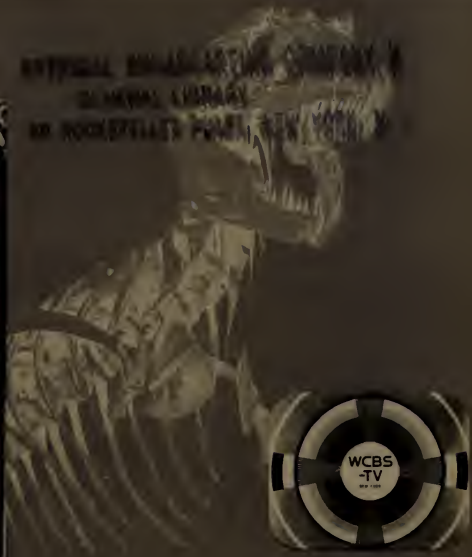
CBS Program Book
Supplement for May
to be tipped in here

NATIONAL BROADCASTING COMPANY, INC.
GENERAL LIBRARY
30 ROCKEFELLER PLAZA, NEW YORK, N. Y.

THE COLUMBIA BROADCASTING SYSTEM

Sales and administrative offices: 485 Madison Ave., New York 22 • 132 Tremont St., Boston 12
410 N. Michigan Ave., Chicago 11 • 902 Fisher Bldg., Detroit 2 • 401 South 12th Boulevard,
St. Louis 2 • 625 Second Avenue, South, Minneapolis 2 • 101 Marietta Street Bldg., Atlanta 3
Earle Building, Washington 4, D.C. • Columbia Square, Los Angeles 28 • Palace Hotel,
San Francisco 5 • 19 Hallam Street, W. 1, London, Eng. • Cable address, Columbia, New York

CBS PROGRAM BOOK · SUMMER, 1947



THE COVER: *In May and June CBS Television adds to its extensive schedule of remote broadcasts three new programs from New York museums. As the cover illustrations suggest, CBS cameras will range the galleries of the Museum of Modern Art (represented here by Picasso's Girl before a Mirror), the Museum of Natural History (with its flesh-eating dinosaur Tyrannosaurus Rex) and the Metropolitan Museum of Art (Portrait of a Member of the Este Family, by Cosimo Tura)... The new programs from the galleries round out a television schedule already rich in special events and sports programming. The WCBS-TV audience regularly enjoys a variety of Madison Square Garden sports (sponsored by the Ford Motor Company), the home games of the Brooklyn Dodgers (sponsored by Ford and the General Foods Corporation), boxing, and turf events. In June, too, United States Rubber Company will sponsor the National Professional Tennis Championships.*

SUMMER, 1947

NATIONAL BROADCASTING COMPANY, INC.
GENERAL LIBRARY
30 ROCKEFELLER PLAZA, NEW YORK, N. Y.

THE COLUMBIA PROGRAM BOOK

CBS SPONSORED PROGRAMS: page 4

CBS PACIFIC NETWORK SPONSORED PROGRAMS: page 15

CBS SUSTAINING PROGRAMS: page 18

Published quarterly for advertising executives by

THE COLUMBIA BROADCASTING SYSTEM

485 Madison Avenue, New York 22, N. Y.

June 1, 1947

COLUMBIA NETWORK CLIENTS

AUTOMOTIVE

ELECTRIC AUTO-LITE CO.:
Spark Plugs, Batteries, Ignition Systems . Page 7

FORD MOTOR CO.:
Ford Motor Cars . . . . . Page 7

STUDEBAKER CORP.:
Motor Cars . . . . . Page 17

CIGARETTES & TOBACCO

LIGGETT & MYERS TOBACCO COMPANY, INC.
Chesterfield Cigarettes . . . . . Page 10

P. LORILLARD COMPANY:
Old Gold Cigarettes . . . . . Page 10

PHILIP MORRIS & COMPANY, LTD., INC.:
Philip Morris Cigarettes . . . . . Page 12

R. J. REYNOLDS TOBACCO COMPANY:
Camel Cigarettes . . . . . Page 14

CONFECTIONERY

CURTISS CANDY COMPANY:
Candy . . . . . Page 7

PETER PAUL, INC.:
Mounds, Ten Crown Activated Charcoal
Gum, Walnettos . . . . . Page 16

WM. WRIGLEY JR., COMPANY:
Chewing Gum . . . . . Page 15

DRUGS & TOILET GOODS

AMERICAN HOME PRODUCTS CORP.:
Anacin, Kolynos, Bisodol . . . . . Page 4

BAYER COMPANY:
Bayer Aspirin . . . . . Page 4

CENTAUR DIVISION, STERLING DRUG INC.:
Ironized Yeast, Phillip's Milk of Magnesia Page 6

CHESEBROUGH MANUFACTURING COMPANY, CONSOLIDATED:
Vaseline Hair Tonic, Petroleum Jelly . . Page 6

COLGATE-PALMOLIVE-PEET COMPANY:
(See also Laundry Soaps & Household Supplies)
Colgate Tooth Powder, Halo Shampoo . Page 6

EMERSON DRUG COMPANY:
Bromo-Seltzer . . . . . Page 7

"42" PRODUCTS, INC.:
All Products . . . . . Page 16

LADY ESTHER SALES COMPANY, INC.:
Lady Esther Cosmetics . . . . . Page 10

LEVER BROTHERS COMPANY:
(See also Foods)
Lux Soap and Flakes, Swan Soap . . . . Page 10

THE PROCTER & GAMBLE CO.:
(See also Laundry Soaps; Foods)
Ivory Soap, Camay, Lava Soap,
Ivory Flakes . . . . . Pages 12, 13

REXALL DRUG CO.:
Rexall Drugs . . . . . Page 14

TONI, INC.:
Toni Home Permanent Wave . . . Pages 15, 17

WM. R. WARNER & CO., INC.
Richard Hudnut Beauty Preparations . . Page 15

WHITEHALL PHARMACAL COMPANY:
Kolynos . . . . . Page 15

WILDROOT CO., INC.:
Wildroot Cream Oil . . . . . Page 15

FOODS & BEVERAGES

BALLARD & BALLARD CO.:
Ballard's Obelisk Flour . . . . . Page 4

BARRON GRAY PACKING CO.:
Here's Health Vegetable Juice . . . . Page 15

BORDEN CO.:
All Products . . . . . Page 5

BOWEY'S, INC.:
Dari-Rich Products . . . . . Page 5

CALIFORNIA PRUNE & APRICOT GROWERS' ASSN.:
Sunsweet Tenderized Fruits . . . . . Page 16

CAMPBELL SOUP COMPANY:
Campbell's Soups . . . . . Pages 5, 16

CARNATION CO.:
Carnation Evaporated Milk and
Friskies Dog Food . . . . . Page 5

CONTINENTAL BAKING CO.:
Wonder Bread, Hostess Cake . . . . . Page 6

CREAM OF WHEAT CORP.:
Cream of Wheat Cereal . . . . . Page 6

GENERAL FOODS CORPORATION:
(See also Laundry Soaps)
Post's Raisin Bran, Post's 40% Bran Flakes,
Sanka, Postum, Jell-O, Jell-O Pudding . . Page 8

CHARLES E. HIRES CO.:
Hires Root Beer . . . . . Page 9

LEVER BROTHERS COMPANY:
(See also Toilet Goods)
Spry . . . . . Page 10

THOMAS J. LIPTON, INC.:
Lipton's Tea and Continental Soup Mix . Page 10

LOMA LINDA FOOD COMPANY:
All Products . . . . . Page 16

LUDEN'S, INC.
Fifth Avenue Candy Bar . . . . . Page 10

PET MILK SALES CORPORATION:
400-D Pet Milk . . . . . Page 11

PICT-SWEET FOODS, INC.:
Food Products . . . . . Page 16

PILLSBURY MILLS, INC.:
Pillsbury Flour Products . . . . . Page 12

PLANTERS NUT & CHOCOLATE COMPANY:
All Products . . . . . Page 16

THE PROCTER & GAMBLE CO.:
(See also Toilet Goods; Laundry Soaps)
Crisco . . . . . Pages 12, 13

ROMA WINE CO., INC.:
Roma Wines . . . . . Page 14

SAFEWAY STORES, INC.
All Products . . . . . Page 14

WASHINGTON COOPERATIVE FARMERS' ASSOCIATION:
Lynden Foods . . . . . Page 17

LAUNDRY SOAPS AND HOUSEHOLD SUPPLIES

ARMOUR & COMPANY:
Chiffon Flakes . . . . . Page 4

B. T. BABBITT, INC.:
All Products . . . . . Page 4

CHEMICALS, INC.:
Vano Household Chemical . . . . . Page 16

COLGATE-PALMOLIVE-PEET CO.:
(See also Drugs & Toilet Goods)
Super Suds . . . . . Page 6

GENERAL FOODS CORPORATION:
(See also Foods)
La France, Satina . . . . . Page 8

MANHATTAN SOAP COMPANY, INC.:
Blu-White Flakes . . . . . Page 11

THE PROCTER & GAMBLE CO.:
(See also Toilet Goods; Foods)
Oxydol, Duz, Spic & Span, Dreft, Ivory Snow . . . . . Pages 12, 13

LUBRICANTS

GULF OIL CORPORATION:
All Products . . . . . Page 8

SIGNAL OIL COMPANY:
All Products . . . . . Page 17

THE TEXAS COMPANY:
Texaco Products . . . . . Page 14

MISCELLANEOUS

ANCHOR-HOCKING GLASS CORP.:
Anchorglass and Fire King Ovenglass Products . . . . . Page 4

ARMSTRONG CORK COMPANY:
Armstrong's Floor Coverings . . . . . Page 4

BEKINS VAN AND STORAGE CO.:
Moving and Storage . . . . . Page 15

ELECTRIC COMPANIES ADVERTISING PROGRAM:
Institutional . . . . . Page 7

EVERSHARP, INC.:
Eversharp Pens, Pencils, Red Top Leads, Desk Sets . . . . . Page 7

FERRY-MORSE SEED CO.:
Seeds . . . . . Page 17

GENERAL MOTORS CORP.:
Frigidaires . . . . . Page 8

HALL BROS. INC.:
Hallmark Greeting Cards . . . . . Page 9

HOUSEHOLD FINANCE CORP.:
Personal Loans . . . . . Page 9

INTERNATIONAL SILVER COMPANY:
International Sterling and 1847 Rogers Bros. Silverplate . . . . . Page 9

JOHNS-MANVILLE CORPORATION:
Johns-Manville Insulating Materials . . Page 10

MCMAHAN FURNITURE STORES:
House Furnishings . . . . . Page 17

METROPOLITAN LIFE INSURANCE CO.:
Institutional . . . . . Page 11

THE PARKER PEN CO.:
Quink, Pens, Pencils, Desk Sets . . . . Page 11

PRUDENTIAL INSURANCE COMPANY OF AMERICA:
Prudential Insurance Services . . . . Page 13

W. A. SHEAFFER PEN COMPANY:
Pens, Pencils, Skrip, Leads . . . . . Page 14

SIMONIZ COMPANY:
Polish . . . . . Page 17

All time listed on the following pages is Eastern Daylight Time unless otherwise indicated.

CBS SPONSORED PROGRAMS

"Weeks on CBS" as of June 1, 1947

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
AMERICAN HOME PRODUCTS CORP. *(747th Week on CBS)*		
Our Gal Sunday *Serial drama*	Mon. thru Fri. 12:45–1:00 p.m. 80 CBS stations ORIGINATES: WCBS	Anacin *Dancer-Fitzgerald-Sample, Inc.*
The Romance of Helen Trent *Serial drama*	Mon. thru Fri. 12:30–12:45 p.m. 76 CBS stations ORIGINATES: WCBS	Kolynos, Bisodol *Dancer-Fitzgerald-Sample, Inc.*
ANCHOR-HOCKING GLASS CORP. *(178th Week on CBS)*		
Casey, Crime Photographer *Mystery drama*	Thursday 9:30–10:00 p.m. *On Pacific Coast 8:30-9:00 p.m. PST* 144 CBS stations ORIGINATES: WCBS	Anchorglass, Fire King Ovenglass Products *William H. Weintraub & Co., Inc.*
ARMOUR & COMPANY *(132nd Week on CBS)*		
Hint Hunt *Audience participation*	Mon. thru Fri. 4:00–4:15 p.m. 72 CBS stations ORIGINATES: WBBM	Chiffon Flakes *Foote, Cone & Belding*
ARMSTRONG CORK COMPANY *(295th Week on CBS)*		
Armstrong's Theatre of Today *Drama*	Saturday 12 noon–12:30 p.m. 158 CBS stations ORIGINATES: WCBS	Armstrong's Floor Coverings *Batten, Barton, Durstine & Osborn, Inc.*
B. T. BABBITT, INC. *(113th Week on CBS)*		
David Harum *Serial drama*	Mon. thru Fri. 10:45–11:00 a.m. 54 CBS stations ORIGINATES: WCBS	All Products *Duane Jones Co., Inc.*
BALLARD & BALLARD CO. *(225th Week on CBS)*		
Renfro Valley Folks *Variety*	Sunday 9:15–9:45 a.m. 27 CBS stations ORIGINATES: WHAS	Ballard's Obelisk Flour *Henri, Hurst & McDonald, Inc.*
BAYER COMPANY *(607th Week on CBS)*		
American Melody Hour with Bob Hannon, Evelyn MacGregor, Orchestra and chorus *Musical variety*	Tuesday 7:30–8:00 p.m. 147 CBS stations ORIGINATES: WCBS	Bayer Aspirin *Dancer-Fitzgerald-Sample, Inc.*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
BORDEN CO. *(151st Week on CBS)* **The Ginny Simms Show** *Musical variety*	Friday 9:00–9:30 p.m. *On Pacific Coast* *9:00 to 9:30 p.m. PST* 157 CBS stations ORIGINATES: KNX	All Products *Young & Rubicam, Inc.*
County Fair *Variety-quiz*	Saturday 1:30–2:00 p.m. 160 CBS stations ORIGINATES: WCBS	Borden's Instant Coffee *Kenyon & Eckhardt, Inc.*
BOWEY'S, INC. *(41st Week on CBS)* **Stars Over Hollywood** with guest stars *Original drama*	Saturday 12:30–1:00 p.m. 52 CBS stations ORIGINATES: KNX	Dari-Rich Products *Sorensen & Company*
CAMPBELL SOUP COMPANY *(950th Week on CBS)* **The Jack Carson Show** *Comedy*	Wednesday 8:00–8:30 p.m. *Rebroadcast* *12:00 mid.–12:30 a.m.* 145 CBS stations 29 CBC stations ORIGINATES: KNX	Campbell's Soups *Ward Wheelock Company*
***Meet Corliss Archer** *Comedy*	Sunday 9:00–9:30 p.m. *On Pacific Coast* *8:00–8:30 p.m. PST* 145 CBS stations 30 CBC stations ORIGINATES: KNX	
Robert Trout **With The News Till Now** *News*	Mon. thru Fri. 6:45–7:00 p.m. 127 CBS stations ORIGINATES: WCBS	
CARNATION CO. *(75th Week on CBS)* **Lone Journey** *Serial drama*	Mon. thru Fri. 2:30–2:45 p.m. 62 CBS stations ORIGINATES: WCBS	Carnation Evaporated Milk and Friskies Dog Food *Erwin Wasey & Co., Ltd.*

*Commercial client of Ord [illegible]

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
CENTAUR DIVISION STERLING DRUG INC. *(185th Week on CBS)* **Big Town** *Drama*	Tuesday 8:30–8:59 p.m. *Rebroadcast* *11:00 and 11:30 p.m.* 149 CBS stations ORIGINATED WBBM	Fermented Yeast, Phillips Milk of Magnesia *Parlin & Ryan, Inc.*
CHESEBROUGH MANUFACTURING COMPANY, CONSOLIDATED *(446th Week on CBS)* **Dr. Christian** with Jean Hersholt *Drama*	Wednesday 8:30–8:55 p.m. *Rebroadcast* *11:30–11:55 p.m.* 156 CBS stations ORIGINATED KNX (was May 21 June 25)	Vaseline Hair Tonic, Vaseline Petroleum Jelly *McCann-Erickson, Inc.*
COLGATE-PALMOLIVE-PEET COMPANY *(594th Week on CBS)* **The Mel Blanc Show** *Comedy* **Blondie** *Comedy*	Tuesday 8:30–8:55 p.m. *Rebroadcast* *11:30–11:55 p.m.* 148 CBS stations ORIGINATED KNX Sunday 7:30–8:00 p.m. *Rebroadcast* *11:30–12:00 p.m.* 143 CBS stations ORIGINATED KNX	Colgate Tooth Powder, Halo Shampoo *Sherman & Marquette, Inc.* Super Suds *Wm. Esty & Co., Inc.*
CONTINENTAL BAKING CO., INC. *(945th Week on CBS)* **Grand Slam** with Irene Beasley *Audience participation*	Monday thru Fri. 11:30–11:45 a.m. *On Pacific Coast* *11:45–12:00 noon (PST)* 47 CBS stations ORIGINATED WEAF	Wonder Bread, Hostess Cake *Ted Bates, Inc.*
CREAM OF WHEAT CORP. *(561st Week on CBS)* **Let's Pretend** *Dramatized fairy tales*	Saturday 11:15–11:30 a.m. *On Pacific Coast* *11:30–11:45 a.m. (PST)* 130 CBS stations ORIGINATED WEAF	Cream of Wheat Cereal *Batten, Barton, Durstine & Osborn, Inc.*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
CURTISS CANDY COMPANY *(Coast Week on CBS)* **News** with Warren Sweeney	Sat., Sun. 11:00–11:05 a.m. 146 CBS stations ORIGINATES: WCBS	Candy *C. L. Miller Company*
ELECTRIC AUTO-LITE CO. *(Mid-Week on CBS)* **The Dick Haymes Show** Starring *(Summer replacement show starting June 12, Wayne Dwo Tucker, starring Cedric Tunnidge and Maurice Peth)*	Thursday 9:00–9:30 p.m. *On Pacific Coast* *9:00–9:30 p.m. PST* 137 CBS stations 29 CBC stations ORIGINATES: KNX	Spark Plugs, Batteries, Ignition Systems *Ruthrauff & Ryan, Inc*
ELECTRIC COMPANIES ADVERTISING PROGRAM *(Mid-Week on CBS)* **House of Charm** with Phil Spitalny's Orchestra *(Variety)*	Sunday 4:30–5:00 p.m. 150 CBS stations ORIGINATES: WBBM	Institutional *N. W. Ayer & Son, Inc.*
FERNSWORTH DRUG COMPANY *(Mid-Week on CBS)* **Jimmy Scott** *(Variety Music)*	Monday 3:00–3:30 p.m. *Rebroadcast* *12:30–1:00 p.m.* 148 CBS stations ORIGINATES: WBBM	Bromo-Seltzer *Batten, Barton, Durstine & Osborn, Inc.*
EVERSHARP, INC. *(Mid-Week on CBS)* **Take It or Leave It** with Phil Baker and Ray Bloch's Orchestra *(Quiz)*	Sunday 10:00–10:30 p.m. 167 CBS stations 29 CBC stations ORIGINATES: WCBS	Eversharp Pens, Pencils, Red Top Leads, Desk Sets *The Brow Co., Inc.*
FORD MOTOR CO. *(Mid-Week on CBS)* **The Ford Show** **Starring Dinah Shore** with Peter Lind Hayes and Rob Dakin's Orchestra *(Variety)*	Wednesday 9:30–10:00 p.m. *On Pacific Coast* *9:30–10:00 p.m. PST* 161 CBS stations ORIGINATES: KNX	Ford Motor Cars *J. Walter Thompson Co.*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
GENERAL FOODS CORPORATION *(625th Week on CBS)* **Kate Smith Sings** *Music* *(Series ends June 29)*	Sunday 6:30–7:00 p.m. *Rebroadcast* *10:30–11:00 p.m.* 146 CBS stations ORIGINATES: WCBS	Postum *Foote, Cone & Belding*
Kate Smith Speaks Ted Collins with the News *Talks and news*	Mon. thru Fri. 12 noon–12:15 p.m. *On Pacific Coast* *10:00-10:15 a.m. PST* 145 CBS stations ORIGINATES: WCBS	Post's Raisin Bran, Post's 40% Bran Flakes *Benton & Bowles, Inc.*
The Adventures of the Thin Man *Mystery* *(Suspends June 6 thru July 25)*	Friday 8:30–8:55 p.m. *Rebroadcast* *12:30–12:55 a.m.* 146 CBS stations ORIGINATES: WCBS	Sanka, Instant Sanka *Young & Rubicam, Inc.*
The Baby Snooks Show *Comedy* *(Suspends June 6 thru July 25)*	Friday 8:00–8:30 p.m. *Rebroadcast* *12:00 mid.–12:30 a.m.* 149 CBS stations ORIGINATES: KNX	Jell-O, Jell-O Puddings *Young & Rubicam, Inc.*
The Second Mrs. Burton *Serial drama*	Mon. thru Fri. 2:00–2:15 p.m. *On Pacific Coast* *11:30-11:45 a.m. PST* 65 CBS stations ORIGINATES: WCBS	LaFrance Satina *Young & Rubicam, Inc.*
GENERAL MOTORS CORP. *(96th Week on CBS)* **The Man Called X** *Drama*	Thursday 10:30–11:00 p.m. 158 CBS stations ORIGINATES: KNX	Frigidaires *Foote, Cone & Belding*
GULF OIL CORPORATION *(689th Week on CBS)* **We the People** with Milo Boulton and Oscar Bradley's Orchestra *Real life experiences*	Sunday 10:30–11:00 p.m. 113 CBS stations ORIGINATES: WCBS	All Products *Young & Rubicam, Inc.*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
HALL BROS. INC. *(66th Week on CBS)* **Reader's Digest — Radio Edition** *Drama*	Thursday 10:00–10:30 p.m. 158 CBS stations ORIGINATES: WCBS	Hallmark Greeting Cards *Foote, Cone & Belding*
CHARLES E. HIRES CO. *(18th Week on CBS)* **Here's To You** *Musical*	Sunday 2:30–3:00 p.m. 153 CBS stations ORIGINATES: WCBS	Hires Root Beer *N. W. Ayer & Son, Inc.*
HOUSEHOLD FINANCE CORP. *(127th Week on CBS)* **†The Whistler** *Mystery drama*	Wednesday 10:00–10:30 p.m. 59 CBS stations ORIGINATES: KNX	Personal Loans *Shaw-Le Vally, Inc.*
INTERNATIONAL SILVER COMPANY *(360th Week on CBS)* **Adventures of Ozzie and Harriet** *Comedy* *(Summer replacement show, June 8–August 24, Silver Theatre, starring Conrad Nagel)*	Sunday 6:00–6:30 p.m. 153 CBS stations 24 CBC stations ORIGINATES: KNX (WCBS June 8–Aug. 24)	International Sterling, 1847 Rogers Bros. Silverplate *Young & Rubicam, Inc.*
JOHNS-MANVILLE CORPORATION *(190th Week on CBS)* **Bill Henry** *News*	Mon. thru Fri. 8:55–9:00 p.m. 67 CBS stations ORIGINATES: WTOP and WCBS	Johns-Manville Insulating Materials *J. Walter Thompson Co.*
LADY ESTHER SALES COMPANY, INC. *(711th Week on CBS)* **Screen Guild Players** *Drama* *(Summer replacements July 14 thru September 11)*	Monday 10:00–10:30 p.m. 152 CBS stations ORIGINATES: KNX	Lady Esther Cosmetics *The Brow Co., Inc.*

†Programs in italics added to network schedule since previous issue.

CBS SPONSORED PROGRAMS

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
LEVER BROTHERS COMPANY *(616th Week on CBS)* **Lux Radio Theater** William Keighley, director, with famous stars and Lou Silvers Orchestra *Drama* *(Suspends June 30 thru August 18)*	Monday 9:00–10:00 p.m. *On Pacific Coast* *9:00-10:00 p.m. PST* 152 CBS stations 22 CBC stations ORIGINATES: KNX	Lux Soap & Flakes *J. Walter Thompson Co.*
Aunt Jenny's Real Life Stories *Dramatic sketches*	Mon. thru Fri. 12:15–12:30 p.m. 45 CBS stations 24 CBC stations ORIGINATES: WCBS	Spry *Ruthrauff & Ryan, Inc.*
The Joan Davis Show *Comedy* *(Suspends June 30 thru August 18)*	Monday 8:30–8:55 p.m. *Rebroadcast* *11:30-11:55 p.m.* 145 CBS stations ORIGINATES: KNX	Swan Soap *Young & Rubicam, Inc.*
***LIGGETT & MYERS TOBACCO COMPANY, INC.** *(661st Week on CBS)* **Arthur Godfrey** *Comedy variety*	Mon., Wed., Fri. 11:00–11:30 a.m. 150 CBS stations ORIGINATES: WCBS	Chesterfield Cigarettes *Newell-Emmett Company*
THOMAS J. LIPTON, INC. *(181st Week on CBS)* **Vox Pop** *Quiz* *(Suspends May 27 thru July 15)*	Tuesday 9:00–9:30 p.m. *On Pacific Coast* *9:00-9:30 p.m. PST* 148 CBS stations ORIGINATES: AS YOU REQUIRES	Lipton's Tea. Lipton's Noodle Soup Mix *Young & Rubicam, Inc.*
P. LORILLARD COMPANY *(543rd Week on CBS)* **Songs By Sinatra** *Musical*	Wednesday 9:00–9:30 p.m. *On Pacific Coast* *6:00-6:30 p.m. PST* 145 CBS stations ORIGINATES: KNX	Old Gold Cigarettes *Lennen & Mitchell, Inc.*
LUDEN'S, INC. *(117th Week on CBS)* **Hoagy Carmichael Sings** *Musical*	Sunday 5:30–5:45 p.m. 149 CBS stations ORIGINATES: KNX	Fifth Avenue Candy Bar *J. M. Mathes, Inc.*

*Company is listed alphabetically in network schedule, not in program listing.

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
MANHATTAN SOAP CO., INC. *(27th Week on CBS)*		
The Strange Romance of Evelyn Winters *(Dramatic serial)*	Mon. thru Fri. 10:30–10:45 a.m. *Rebroadcast* *4:30–4:45 p.m.* 159 CBS stations ORIGINATES: WCBS	Blu-White Flakes *Duane Jones Co., Inc.*
Rose of My Dreams *(Romantic serial)*	Mon. thru Fri. 2:45–3:00 p.m. 159 CBS stations ORIGINATES: WCBS	
METROPOLITAN LIFE INSURANCE CO. *(36th Week on CBS)*	Mon. thru Fri. 6:00–6:15 p.m. 25 CBS stations ORIGINATES: WCBS AND WTOP	Institutional *Young & Rubicam, Inc.*
Eric Sevareid and the News *(News)*		
THE PARKER PEN CO. *(35th Week on CBS)*	Sat., Sun. 8:55–9:00 p.m. 144 CBS stations ORIGINATES: WCBS	Quink *J. Walter Thompson Co.*
Ned Calmer and the News *(Sustaining from D)*		
Information Please *(Quiz)* *(Sustaining from 35)*	Wednesday 10:30–11:00 p.m. 150 CBS stations ORIGINATES: WCBS	Pens, Pencils, Desk sets, Quink *J. Walter Thompson Co.*
PET MILK SALES CORPORATION *(7th Week on CBS)*	Saturday 9:30–10:00 p.m. *On Pacific Coast* *9:00–9:30 p.m. PST* 72 CBS stations ORIGINATES: WCBS	400-D Pet Milk *Gardner Advertising Company*
Saturday Night Serenade Bill Perry, tenor; Hollace Shaw, soprano; Warren Sweeney, announcer; Harnsberger's Orchestra and chorus *(Music)*		
Mary Lee Taylor *(Talk)*	Saturday 10:30–11:00 a.m. *Rebroadcast* *3:00–3:30 p.m.* 142 CBS stations ORIGINATES: KMOX	

CBS SPONSORED PROGRAMS

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
PHILIP MORRIS & COMPANY LTD., INC. *(562nd Week on CBS)*		Philip Morris Cigarettes *The Biow Co., Inc.*
Crime Doctor *Mystery drama*	Sunday 8:30–8:55 p.m. *Rebroadcast* *11:00–11:25 p.m.* 144 CBS stations ORIGINATES: WCBS	
It Pays To Be Ignorant *Variety*	Friday 10:00–10:30 p.m. 144 CBS stations ORIGINATES: WCBS	
PILLSBURY MILLS, INC. *(454th Week on CBS)*		Pillsbury Flour Products *McCann-Erickson, Inc.*
Grand Central Station *Drama*	Saturday 1:00–1:30 p.m. 132 CBS stations ORIGINATES: WCBS	
THE PROCTER & GAMBLE CO. *(658th Week on CBS)*		Ivory Soap *Compton Advertising, Inc.*
Big Sister *Serial drama*	Mon. thru Fri. 1:00–1:15 p.m. 68 CBS stations 19 CBC stations ORIGINATES: WCBS	
F.B.I. in Peace and War *Drama*	Thursday 8:30–8:55 p.m. *Rebroadcast* *11:30–11:55 p.m.* 79 CBS stations ORIGINATES: WCBS	Lava Soap *The Biow Co., Inc.*
†**The Guiding Light** *Serial drama*	Mon. thru Fri. 1:45–2:00 p.m. 76 CBS stations ORIGINATES: WEBS	Duz *Compton Advertising, Inc.*
The Jack Smith Show *Songs*	Mon. thru Fri. 7:15–7:30 p.m. *Rebroadcast* *11:15–11:30 p.m.* 82 CBS stations 22 CBC stations ORIGINATES: WCBS	Oxydol *Dancer-Fitzgerald-Sample, Inc.*
Lowell Thomas *News*	Mon. thru Fri. 11:00–11:15 p.m. [illegible]2 CBS stations ORIGINATES: WCBS	Ivory Soap *Compton Advertising, Inc.*

*Program [illegible] added to network schedule since previous issue.

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
THE PROCTER & GAMBLE CO. *(continued)*		
Ma Perkins *Serial drama*	Mon. thru Fri. 1:15–1:30 p.m. 76 CBS stations ORIGINATES: WCBS	Oxydol *Dancer-Fitzgerald-Sample, Inc.*
Mystery of the Week *Drama*	Mon. thru Fri. 7:00–7:15 p.m. 48 CBS stations ORIGINATES: WCBS	Ivory Soap *Compton Advertising, Inc.*
Perry Mason *Serial drama*	Mon. thru Fri. 2:15–2:30 p.m. 83 CBS stations ORIGINATES: WCBS	Spic & Span, Dreft *Dancer-Fitzgerald-Sample, Inc.*
Rosemary *Serial drama*	Mon. thru Fri. 11:45–12:00 noon *On Pacific Coast 11:15-11:30 a.m. PST* 65 CBS stations ORIGINATES: WCBS	Ivory Snow *Benton & Bowles, Inc.*
This Is Hollywood with Hedda Hopper *Drama*	Saturday 10:00–10:30 p.m. 115 CBS stations ORIGINATES: KNX	Camay *Pedlar & Ryan, Inc.*
Young Dr. Malone *Serial drama*	Mon. thru Fri. 1:30–1:45 p.m. 45 CBS stations ORIGINATES: WCBS	Crisco, Dreft *Compton Advertising, Inc.* *Dancer-Fitzgerald-Sample, Inc.*
PRUDENTIAL INSURANCE COMPANY OF AMERICA *(50th Week on CBS)*		
Prudential Family Hour with Rise Stevens, Jimmy Carroll, Del Malone, guest stars, and Al Goodman's Orchestra and chorus *Musical variety*	Sunday 5:00–5:30 p.m. 154 CBS stations ORIGINATES: WCBS	Prudential Insurance Services *Benton & Bowles, Inc.*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
REXALL DRUG CO. *(113th Week on CBS)* **Durante-Moore Show** *Comedy variety*	Friday 9:30–10:00 p.m. *On Pacific Coast* *9:30-10:00 p.m. PST* 157 CBS stations ORIGINATES: KNX	Rexall Drugs *N. W. Ayer & Son, Inc.*
R. J. REYNOLDS TOBACCO COMPANY *(722nd Week on CBS)* **Bob Hawk Show** *Quiz* **Vaughn Monroe Show** *Musical*	Monday 10:30–11:00 p.m. 155 CBS stations ORIGINATES: WLBS Saturday 8:00–8:30 p.m. *Rebroadcast* *12 mid.–12:30 a.m.* 156 CBS stations ORIGINATES: KNX	Camel Cigarettes *William Esty & Co., Inc.*
ROMA WINE CO., INC. *(235th Week on CBS)* **Suspense** *Mystery drama*	Thursday 8:00–8:30 p.m. *Rebroadcast* *12 mid.–12:30 a.m.* 87 CBS stations ORIGINATES: KNX	Roma Wines *The Biow Co., Inc.*
SAFEWAY STORES, INC. *(85th Week on CBS)* **Bob and Victoria** *Serial drama*	Mon. thru Fri. 3:00–3:15 p.m. 37 CBS stations ORIGINATES: KNX	All Products *Ruthrauff & Ryan, Inc.*
W. A. SHEAFFER PEN COMPANY *(21st Week on CBS)* **Adventurers' Club** *Dramatic*	Saturday 11:30–12 noon *On Pacific Coast* *10:30-11:00 a.m. PST* 157 CBS stations ORIGINATES: WBBM	Pens, Pencils, Skrip Ink *Russel M. Seeds Co., Inc.*
THE TEXAS COMPANY *(722nd Week on CBS)* **The Tony Martin Show** *Variety*	Sunday 9:30–10:00 p.m. 160 CBS stations 21 CBC stations ORIGINATES: KNX	Texaco Products *Kudner Agency, Inc.*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
TONI, INC. *(40th Week on CBS)* **Give and Take** *Audience Participation*	Saturday 2:00–2:30 p.m. 160 CBS stations ORIGINATES: WCBS	Toni Home Permanent Wave *Foote, Cone & Belding*
WM. R. WARNER & CO., INC. *(177th Week on CBS)* **Jean Sablon** *Songs*	Saturday 7:45–8:00 p.m. *Rebroadcast* *12:30–12:45 a.m.* 69 CBS stations ORIGINATES: WCBS	Richard Hudnut Beauty Preparations *Kenyon & Eckhardt, Inc.*
WHITEHALL PHARMACAL COMPANY *(147th Week on CBS)* **Mr. Keen, Tracer of Lost Persons** *Mystery drama*	Thursday 7:30–8:00 p.m. 46 CBS stations ORIGINATES: WCBS	Kolynos *Dancer-Fitzgerald-Sample, Inc.*
WILDROOT CO., INC. *(160th Week on CBS)* **The Adventures of Sam Spade** *Mystery Drama*	Sunday 8:00–8:30 p.m. *Rebroadcast* *1:00–1:30 a.m.* 157 CBS stations ORIGINATES: KNX	Wildroot Cream Oil *Batten, Barton, Durstine & Osborn, Inc.*
WM. WRIGLEY, JR., COMPANY *(180th Week on CBS)* **Gene Autry Show** *Musical*	Sunday 7:00–7:30 p.m. 153 CBS stations ORIGINATES: KNX	Wrigley's Chewing Gum *Ruthrauff & Ryan, Inc.*
HARMON-GRAY PACKING CO. *(95th Week on CBS)* **Ona Munson in Hollywood** *Hollywood gossip*	Friday 8:55–9:00 p.m. ORIGINATES: KNX	Here's Health Vegetable Juice *Long Advertising Service*
HOPKINS VAN AND STORAGE CO. *(27th Week on CBS)* **Harry W. Flannery** *News analysis*	Mon., Wed., Fri. 5:30–5:15 p.m. ORIGINATES: KNX	Moving and Storage *Brooks Advertising Agency*

COLUMBIA PACIFIC NETWORK

SPONSORED PROGRAMS

(All times are Pacific Standard time)

COLUMBIA PACIFIC NETWORK

SPONSORED PROGRAMS

All times are Pacific Standard time)

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
CALIFORNIA PRUNE & APRICOT GROWERS' ASSN. *(219th Week on CBS)* **Surprise Theater** with Knox Manning *Narrations*	Sunday 7:25–7:30 p.m. ORIGINATES: KNX	Sunsweet Tenderized Prunes *Long Advertising Service*
CAMPBELL SOUP COMPANY *(650th Week on CBS)* **Carroll Alcott** *News*	Mon. thru Sat. 7:55–8:00 p.m. ORIGINATES: KNX	All Products *Ward Wheelock Co*
CHEMICALS, INC. *(141st Week on CBS)* **Meet The Missus** *Audience participation*	Friday 1:30–145 p.m. ORIGINATES: KNX	Vano Household Chemicals *Garfield & Guild*
"42" PRODUCTS, INC. *(128th Week on CBS)* **Bob Garred** *News*	Tues., Thurs., Sat. 5:45–5:55 p.m. ORIGINATES: KNX	All Products *Brisacher, Van Norden & Staff*
LOMA LINDA FOOD COMPANY *(73rd Week on CBS)* **Melody House** *Inspirational music*	Mon., Wed., Fri. 4:15–4:30 p.m. ORIGINATES: KNX	All Products *Elwood J. Robinson Advertising Agency*
PETER PAUL, INC. *(358th Week on CBS)* **Bob Garred** *News*	Mon., Wed., Fri. 5:45–5:55 p.m. and Tues., Thurs., Sat. 7:30–7:45 a.m. ORIGINATES: KNX	Mounds, Ten Crown Activated Charcoal Gum, Walnettos *Brisacher, Van Norden & Staff*
PICT-SWEET FOODS, INC. *(53rd Week on CBS)* **Hope Chest** *Audience participation*	Sunday 2:30–3:00 p.m. ORIGINATES: KNX	Food Products *Ruthrauff & Ryan, Inc.*
PLANTERS NUT AND CHOCOLATE COMPANY *(344th Week on CBS)* **Harry Flannery** *News analysis*	Tues., Thurs., Sat. 5:30–5:45 p.m. ORIGINATES: KNX	All Products *Raymond R. Morgan Agency*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY	
SIGNAL OIL COMPANY *(207th Week on CBS)* **The Whistler** *Mystery drama*	Monday 8:00–8:30 p.m. ORIGINATES: KNX	All Products *Barton A. Stebbins Advertising Agency*	**COLUMBIA PACIFIC NETWORK**
SIMONIZ COMPANY *(63rd Week on CBS)* **Meet The Missus** *Participation quiz*	Tuesday 1:45–2:00 p.m. ORIGINATES: KNX	Polish *Decora, Inc.*	
STUDEBAKER CORP. *(143rd Week on CBS)* **Bob Garred** *News*	Mon., Wed., Fri. 7:30–7:45 a.m. ORIGINATES: KNX	Motor Cars *Roche, Williams & Cleary, Inc.*	
TONI, INC. *(109th Week on CBS)* **Meet The Missus** *Audience participation*	Mon., Wed., Fri. 1:45–2:00 p.m. ORIGINATES: KNX	Toni Home Permanent Wave *Foote, Cone & Belding*	
WASHINGTON COOPERATIVE FARMERS' ASSOCIATION *(142nd Week on CBS)* **Meet The Missus** *Audience participation*	Thursday 1:45–2:00 p.m. ORIGINATES: KNX	Lynden Foods *Pacific National Advertising Agency*	
FERRY-MORSE SEED CO. *(133th Week on CBS)* **Time for Rolly Langley** *Gardening*	Saturday 4:00–4:15 p.m. ORIGINATES: KQW	Seeds *MacManus, John & Adams, Inc.*	**COLUMBIA CALIFORNIA NETWORK**
McMAHAN FURNITURE STORES *(62nd Week on CBS)* **Knox Manning** *News*	Mon. thru Fri. 12:15–12:30 p.m. ORIGINATES: KNX	House Furnishings *M-C-M Adv. Agency*	

CBS SUSTAINING PROGRAMS

are chosen because they are *timely, exciting* and *balanced.* These three standards of selection produce a diverse, flexible program schedule, carefully designed to win and retain the interest of millions of listeners. To maintain its flexibility—to continue to present the most highly contemporary and most stimulating sustaining programs on the air—Columbia finds it necessary from time to time to alter some details in its schedule. These day-to-day and even hour-to-hour changes are reported, when possible, in local newspaper radio listings.

For your convenience, the Columbia sustaining programs listed on the following pages are grouped in these classifications:

NEWS BROADCASTS . . . . . *Page 19*

CURRENT AFFAIRS . . . . . *Page 20*

SERIOUS MUSIC . . . . . *Page 22*

LIGHT MUSIC . . . . . *Page 22*

COMEDY—DRAMA . . . . . *Page 24*

LIGHT ENTERTAINMENT . . . . . *Page 24*

EDUCATIONAL PROGRAMS . . . . . *Page 26*

RELIGIOUS BROADCASTS . . . . . *Page 26*

CBS SHORTWAVE BROADCASTS . . . . . *Page 27*

SPECIAL BROADCASTS: SPRING, 1947 . . . . . *Page 28*

PROGRAM AND TIME	DESCRIPTION
News Broadcasts *(with international pickups)* 8:10-8:15 a.m. MONDAY THRU SATURDAY 8:10-8:15 a.m. SUNDAY	Columbia's reporters in foreign capitals, in New York and in Washington cover the vast panorama of economic and political peace developments. Correspondents include Howard K. Smith and Allan Jackson from London, Don Pryor from Paris, George Polk from Cairo, Stephen Laird from Berlin, Bill Costello from Tokyo, and Bill Dunn from Manila.
News Broadcasts 9:00-9:15 a.m. MONDAY THRU SATURDAY	A summary of the latest news delivered by Harry Clark.
4:25-4:30 p.m. MONDAY THRU FRIDAY	A brief summary of the latest happenings at home and abroad from the CBS News Room.
6:00-6:15 p.m. EACH SATURDAY	Straight, hard news of the world delivered from the U.S. capital by Bill Shadel, of the CBS Washington news staff.
11:00-11:10 p.m. MONDAY THRU SATURDAY	A news summary by Charles Collingwood Monday through Friday and by Ned Calmer Saturday and Sunday.
12:00-12:15 a.m. MONDAY THRU SATURDAY	Late news, Monday through Friday by Bob Hite, Saturday and Sunday by Bill Rogers.
News Analyses 11:10-11:15 p.m. MONDAY THRU SUNDAY	An analysis of the news by Winston Burdett Monday through Friday. On Saturday and Sunday, an analysis by Quincy Howe.
Howard K. Smith From London 1:45-2:00 p.m. EVERY SUNDAY	An analysis of the week's international news as viewed from London by the Chief of CBS' European News Staff.
Weekly News Review 2:00-2:30 p.m. EVERY SUNDAY	An informative, careful summary of the week's developments in national and international affairs, business, labor, science, religion, and sports.
Red Barber—Sports 6:00-6:15 p.m. MONDAY THRU FRIDAY	Columbia's director of sports reviews the day's events, interviews sports stars, and from time to time calls in special reporters across the nation.

CURRENT AFFAIRS

PROGRAM AND TIME	DESCRIPTION
As Others See Us 12:30–1:00 p.m. EACH SUNDAY	Larry Lesueur with a report on what other nations say editorially in print and by radio about the United States. Reports come from CBS correspondents in all parts of the globe.
Cross Section—U. S. A. 5:00–5:30 p.m. EACH SATURDAY	Interviews by Bill Downs and other CBS newsmen with representative Americans on current questions of paramount public interest. Dwight Cooke is moderator. Nine business, labor, and farm organizations help pick topics and participants.
Feature Story 11:15–11:25 p.m. MONDAY THRU WEDNESDAY	Ned Calmer, with pickups from American cities and from overseas.
Footnote 11:25–11:30 p.m. MONDAY THRU SATURDAY	A report on some person, place, or event not in the day's news but still of current interest and significance.
Horse Racing 4:30–4:45 p.m. EACH SATURDAY	Leading spring turf events described by Joe Palmer, racing editor of the *New York Herald Tribune*. (Broadcast time may vary.)
In My Opinion 6:15–6:30 p.m. MONDAY AND THURSDAY	A series in which authors, columnists, and leaders in many fields express personal views on a wide variety of topics of current interest.
Open Hearing 10:30–11:00 p.m. EACH TUESDAY	From Washington, men and women who make and execute national policies discuss a major issue of the week. CBS correspondent Winston Burdett reports background news underlying the issue and sums up the debate.
People's Platform 1:00–1:30 p.m. EACH SUNDAY	Provocative issues of the day informally debated by two or more speakers who stress their opposing views, but seek also a common meeting ground.

PROGRAM AND TIME	DESCRIPTION
Report from the Far East 11:15–11:25 p.m. EACH THURSDAY	CBS Far Eastern Chief Bill Costello in a weekly summary from Tokyo.
Report from Overseas 11:15–11:25 p.m. EACH SATURDAY	Each week a CBS foreign correspondent reports from an overseas news center currently of world interest.
Report from the UN 6:15–6:30 p.m. EACH FRIDAY	Larry Lesueur sums up the week's developments at UN meetings in New York.
Report from Washington 11:15–11:30 p.m. EACH SUNDAY	A summary of the week on Capitol Hill sketched in against the broader background of current national questions.
Report on Happenings at the White House 11:15–11:25 p.m. EACH FRIDAY	John Adams rounds up the week's news at 1600 Pennsylvania Avenue.
Saturday Sports Review 6:30–6:45 p.m. EACH SATURDAY	Top sports reporters highlight one major event of the day and summarize all others.
Talks 5:15–6:30 p.m. EACH WEDNESDAY	Authoritative viewpoints by people who figure prominently in the events of the day.
Time For Reason—About Radio 1:30–1:45 p.m. EACH SUNDAY	Lyman Bryson, CBS Counsellor on Public Affairs and Professor of Education at Columbia University, devotes his regular Sunday talks to a detailed analysis of broadcasting and its manifold problems.
Word from the Country 6:15–6:30 p.m. EACH SATURDAY	A weekly spot-check of regional news, editorial opinion, and feature stories from various cities across the nation.

	PROGRAM AND TIME	DESCRIPTION
SERIOUS MUSIC	**E. Power Biggs, Organist** 9:15–9:45 a.m. EACH SUNDAY	Playing in the Germanic Museum at Harvard University, he is joined by members of the Boston Symphony Orchestra to perform music for organ and various instrumental combinations.
	CBS Symphony Orchestra 3:00–4:30 p.m. EACH SUNDAY	An hour and a half of fine symphonic music directed by Bernard Herrmann and guest conductors.
	Eileen Farrell 11:30–12:00 midnight EACH MONDAY	The young American singer, Eileen Farrell, accompanied by Bernard Herrmann and the Columbia Concert Orchestra. Her repertoire includes well-known concert songs and operatic arias.
	Invitation to Music 11:30–12:00 midnight EACH WEDNESDAY	The CBS Symphony Orchestra gives emphasis to comparatively unfamiliar but important works of the great composers.
	Johnson Family Singers 9:45–10:00 a.m. EACH SUNDAY	Folk songs, hymns, and hillbilly ballads sung by the mixed voices of a Southern farm family of six. From Charlotte, N.C.
	Salt Lake Tabernacle Choir and Organ 11:30–12:00 noon EACH SUNDAY	J. Spencer Cornwall, assisted by Richard L. Condie, conducts the Tabernacle Choir. Organists are Alexander Schreiner and Frank Asper. The "Spoken Word" is by Richard Evans.
LIGHT MUSIC	**Bouquet For You** 3:00–3:30 p.m. MONDAY THRU FRIDAY	Popular ballads and dance music. Mon., Wed., Fri.: Howard Smith's orchestra with songs by Patti Clayton and Billy Williams. Tues., Thurs.: Caesar Petrillo's orchestra with Billy Leach and Louise King.

PROGRAM AND TIME	DESCRIPTION
Carolina Calling 9:30–9:00 a.m. EVERY SUNDAY	Musical variety program with a Southern accent, featuring hillbilly tunes, traditional spirituals, and folksongs of the Carolinas. Emcee Grady Cole's cast includes the "Briarhoppers," Fred Kirby, the Johnson Family Singers and Harry Blair with the White Quartet. From Charlotte.
Dance Orchestra VARIOUS HOURS	Every night—and often during the day—Columbia broadcasts the music of the ranking dance orchestras from all over the country. Throughout the week CBS audiences can hear: BLUE BARRON — HAL McINTYRE TEX BENEKE — VAUGHN MONROE RANDY BROOKS — ART MOONEY FRANKIE CARLE — TONY PASTOR XAVIER CUGAT — LOU IS PRIMA CHUCK FOSTER — TED STRAETER EDDY HOWARD — CLAUDE THORNHILL ELLIOT LAWRENCE — TED WEEMS VICTOR LOMBARDO — LAWRENCE WELK
The Seth Greiner Show 8:30–9:00 p.m. EVERY SATURDAY	The nationally known pianist-conductor leads a 20-piece orchestra with Russ Brown, baritone, in programs of popular music.
The Mariners 8:15–8:30 a.m. EVERY SUNDAY	Four former members of the U.S. Coast Guard continue a war-born quartet. They are: Martin Boughton, James Lewis, Thomas Lockard, and Homer Smith.
Three Steps To Rhythm 9:45–9:00 a.m. MONDAY THRU FRIDAY	Popular tunes of the day by three instrumentalists playing piano, guitar and bass fiddle. From Cincinnati.
Treasury Bandstand 5:30–6:00 p.m. MONDAY THRU FRIDAY [illegible]–8:30 p.m. EVERY SATURDAY	Popular dance bands of the day presented in behalf of the United States Treasury Department's continuing Savings Bond Drive.

	PROGRAM AND TIME	DESCRIPTION
LIGHT MUSIC *Continued*	**Trumpeteers** 8:30–8:45 a.m. MONDAY THRU FRIDAY	Noted Negro quartet in a program of spirituals and folk songs. From Baltimore.
COMEDY-DRAMA	**Bill Goodwin Show** 9:00–9:30 p.m. EACH SATURDAY	The accomplished radio emcee-comedian in a new role: as an eager beaver determined to help his community but thwarted at every turn.
	Hawk Larabee 7:00–7:30 p.m. EACH SATURDAY	The colorful adventures of a range rider in the contemporary setting of a Western ghost town. Barton Yarborough plays the central role.
	My Friend Irma 10:30–11:00 p.m. EACH FRIDAY	Comedy series starring Marie Wilson and Cathy Lewis as young working girls of dramatically opposite backgrounds and temperaments, brought together as roommates by the housing shortage.
	Romance 7:30–8:00 p.m. EACH WEDNESDAY	Dramatizations of the great love stories of all time. (Returned to schedule; formerly "Theatre of Romance.")
	Studio One 9:30–10:30 p.m. EACH TUESDAY	Full-hour radio dramas adapted from contemporary plays and novels, performed by top-flight New York casts and directed by the Canadian radio writer, Fletcher Markle.
LIGHT ENTERTAINMENT	**Give and Take** 4:30–5:00 p.m. MONDAY THRU FRIDAY	Veteran emcee John Reed King leads studio and radio audiences through an hilarious obstacle course of quizzes, stunts, and contests.
	Arthur Godfrey 11:00–11:30 a.m. TUESDAY AND THURSDAY	Godfrey presides as master of ceremonies over his own musical and variety show. His famous and contagious chuckling are accompanied by an orchestra, chorus and several vocalists.
	Arthur Godfrey's Talent Scouts 9:00–9:30 p.m. EACH TUESDAY	Godfrey's legion of loyal listeners bring in their discoveries for competitive auditions that mean a reward for the talent scout and a chance at the big time for the performer.

PROGRAM AND TIME	DESCRIPTION
House Party 5:30–5:30 p.m. MONDAY THRU FRIDAY	Art Linkletter's rollicking audience participation show. Last year just his studio audience alone came to 100,000 people and he figures he interviewed about 2900 of them.
Robert Q. Lewis Little Show 7:00–7:15 p.m. EACH SATURDAY	New comedy-variety show, satirizing movies, popular songs, and sports. Produced by Goodman Ace.
Look Your Best 10:00–10:30 a.m. MONDAY THRU FRIDAY	Hollywood make-up artist Richard Willis talks over clothes and beauty problems with women from the studio audience and passes on tips to radio listeners.
Oklahoma Round-Up 9:15–10:00 a.m. MONDAY THRU FRIDAY	Songs, humor, and folklore of the Southwest in a variety program written and presided over by Hiram Higsby. From Oklahoma City.
Renfro Valley Folks 9:30–10.00 a.m. EACH SATURDAY	John Lair's spirited and authentic hillbilly variety show, featuring Lily May Ledford and the Coon Creek Girls. It originates in an old-time log cabin settlement outside Louisville, Ky.
Sound Off With Mark Warnow 7:30–8:00 p.m. EACH FRIDAY	Musical series featuring Mark Warnow and his orchestra. Dramatic vignettes based on the peacetime accomplishments of the U.S. Army. A joint CBS-U.S. Army Recruiting Service production.
Sweeney & March 8:30–8:55 p.m. EACH SATURDAY	Satires on everyday life, and on themselves, by gullible Bob Sweeney and his tormentor, Hal March. Music by Lud Gluskin.
Winner Take All 7:30–8:00 p.m. EACH MONDAY 3:30–4:00 p.m. MONDAY THRU FRIDAY	Audience participation quiz program that allows a successful contestant to stay on the show indefinitely, as long as he can produce the answers. Bill Cullen is M.C.

	PROGRAM AND TIME	DESCRIPTION
EDUCATIONAL PROGRAMS	**Adventures in Science** 4:30–4:45 p.m EACH SATURDAY	Watson Davis, Director of Science Service, brings to the microphone prominent [illegible] scientists who explain new discoveries in [illegible] and medicine and report on recent scientific progress.
	Columbia's Country Journal 2:30–3:00 p.m EACH SATURDAY	The farmer's daily problems and his place in the nation's business form the weekly theme of Columbia's radio farm magazine. Originating in Washington for national farm audiences, it switches to various farm regions of the country, highlighting local problems and developments.
	Frontiers of Science 6:15–6:30 p.m. EACH TUESDAY	Science news of the world, and its human and political implications, by Quincy Howe.
	Garden Gate 9:15–9:30 a.m EACH SATURDAY	From WLAC, Nashville, horticultural expert Tom Wallace takes about gardens, answers hard questions from listeners and awards weekly "Order of the Green Thumb" [illegible]
	Invitation to Learning 12:00–12:30 p.m. EACH SUNDAY	Distinguished scholars, authors and [illegible] informally on this series to discuss outstanding classics of world literature. Over three hundred books have been scrutinized in this program, which is now in its sixth year on the air.
	Of Men and Books 4:45–5:00 p.m. EACH SATURDAY	On this popular series now in its ninth year, members of the CBS program department review the latest books and their authors.
RELIGIOUS BROADCASTS	**Church of the Air** 10:30–10:40 a.m. 10:50–11:00 a.m. EACH SUNDAY	In its 18th consecutive year, the pulpit of Columbia's Church of the Air continues to be importantly available twice each Sunday, to America's religious faiths.

PROGRAM AND TIME	DESCRIPTION	
Wings Over Jordan 10:05-11:30 a.m. EVERY SUNDAY	The renowned twenty-voice choir sings spirituals and gospel songs. The Rev. Glynn T. Settle conducts the responsive Bible reading and gives a brief inspirational message	**RELIGIOUS BROADCASTS**
News, News Features and Entertainment Beamed to The Network of the Americas In SPANISH PORTUGUESE ENGLISH	From 5:00 p.m. till 1:00 a.m. the following morning Columbia programs are beamed to all Latin America in both Spanish and Portuguese. News, cultural and sports features are emphasized; musical and dramatic shows, many of which are rebroadcast on standard wave by Columbia's 124 affiliated stations in Latin America, round out the entertainment schedule	**SPECIAL CBS SHORTWAVE BROADCASTS TO LATIN AMERICA** *CBS transmits on* *WCBX, New York* *WCRC, New York* *WCBN, New York* *WCDA, New York*
News, News Features and Entertainment Beamed Overseas In ENGLISH FRENCH ITALIAN GERMAN POLISH SERBO-CROATE DUTCH CHINESE GREEK	News and news features in nine languages occupy the major portion of the CBS program schedule beamed to Europe, Africa, the Near East and Asia. The European schedule includes entertainment and cultural programs produced in English for English-speaking listeners and U.S. military and government personnel abroad, as well as daily programs of American music broadcast in French and Italian. For more than three years, CBS has been operating at Delano, California, two 50 kw. transmitters (KCBA and KCBF) and also a great 200 kw. transmitter (KCBR), all equipped with a system of highly directional antennas. These transmitters provide a West Coast originating base for programs serving troops in our Pacific installations and broadcast news and information for the entire Orient. Languages used on the West Coast transmissions include Chinese, Siamese, Korean, Annamese, Malayan, Dutch, French and English.	**SPECIAL CBS SHORTWAVE BROADCASTS TO EUROPE AND THE EAST** *CBS transmits on* *WCBX, New York* *WCRC, New York* *WCDA, New York* *WOOC, New York* *WOOW, New York* *WCBX, New York*

SPECIAL BROADCASTS: SPRING, 1947

Listed here are a representative group of special CBS broadcasts under two general categories:

1. Sustaining broadcasts of distinctive program value.
2. Programs of public significance arranged by the CBS Talks Department.

These broadcasts are scheduled on a week to week, day to day, and even, on occasion, hour to hour basis. This flexibility helps to sharpen the broadcasts from the point of view of public service and timeliness.

NOTABLE BROADCASTS:

MARCH 5. In its first major documentary program of the year, Columbia presented a gripping, hour-long dramatic report on juvenile delinquency called *The Eagle's Brood.* To write it, CBS producer Robert Shayon traveled 9,000 miles through city slums, reform schools, and other breeding-grounds of crime, along a course laid out by James V. Bennett, Director of the Bureau of Federal Prisons. The narrator was Joseph Cotten, assisted by Luther Adler. Alexander Semmler wrote the original score.

APRIL 4. In *A Long Life and a Merry One,* the CBS Documentary Unit next turned its attention to the state of the nation's health. With Van Heflin as narrator, it described the latest advances in medicine, dramatized the stubborn conditions that keep most people from sharing in the benefits of new medical knowledge, and suggested ways to overcome the obstacles.

APRIL 6. On Easter Sunday CBS presented radio's first Passion Play. *The Son of Man,* prepared by the distinguished American poet, Archibald MacLeish. The hour-long Play, reconstructing the events leading to the Crucifixion and Resurrection, consisted entirely of passages from the first four books of the New Testament and from music by J. S. Bach, selected and arranged by Mr. MacLeish.

APRIL 9. On the occasion of Henry Ford's death Columbia's affiliate in Detroit, WJR, originated for the network a special memorial program. It presented simply and movingly a dramatic biography of Ford as a man and a great industrialist.

APRIL 22. For Public Health Nursing Week CBS told, in *Lantern in the Dark,* the exciting story of a Pacific Coast nurse who looks after people on 100 remote islands, making her way by plane, launch, and canoe. Dorothy McGuire played the leading role.

FORUMS:

APRIL 6. ARNOLD TOYNBEE, author of *A Study of History,* THEODORE SPENCER, Professor of English at Harvard, and MAX LERNER, editorial writer for *PM,* discussed *Plutarch's Lives:* 12:00-12:30 p.m. EST.

APRIL 21. SENATOR LISTER HILL of Alabama and REPRESENTATIVE MAX SCHWABE of Missouri debated the question: "Should There Be Federal Aid to Education?": 6:15-6:30 p.m. EST.

APRIL 22. SENATORS ROBERT A. TAFT of Ohio and IRVING M. IVES of New York gave their views on "What New Labor Laws Should Congress Pass?": 10:30-11:00 p.m. EST.

APRIL 24. New York drama critics ROBERT GARLAND of the *Journal-American* and JOHN CHAPMAN of the *Daily News*, debated "What Was the Year's Best Play on Broadway?": 6:15-6:30 p.m. EST.

APRIL 25. JUSTIN MILLER, president of the National Association of Broadcasters, and JACK GOULD, radio editor of the *New York Times*, discussed the topic "Is Radio Doing a Good Job?": 5:00-5:30 p.m. EST.

APRIL 27. LEON H. KEYSERLING, vice-chairman of President Truman's Council of Economic Advisers, and WILLIAM L. BATT, industrialist and former vice-chairman of the War Production Board, debated the subject "How Can We Avoid a Recession?": 1:00-1:30 p.m. EDT.

MAY 4. STANLEY HIGH, editor of *Reader's Digest*, and VINCENT SHEEAN, author and correspondent, examined the question "Can America and Russia Compromise on a European Peace Settlement?": 1:00-1:30 p.m. EDT.

MAY 18. Former President HERBERT HOOVER and DAVID DAICHES, Professor of English at Cornell University, discussed Izaak Walton's *Compleat Angler* under the chairmanship of Donald Stauffer, Professor of English at Princeton: 1:00-1:30 p.m. EDT.

TALKS:

MARCH 26. MILTON S. EISENHOWER, chairman of the U.S. National Commission for UNESCO, told of plans to enable Americans to aid the work of that world cultural and educational organization: 5:45-6:00 p.m. EST.

MARCH 29. Secretary of the Navy JAMES FORRESTAL spoke on the prospects for an enduring peace and the Navy's role today: 10:45-11:00 p.m. EST.

APRIL 1. DR. HAROLD BENJAMIN, member of the Constitutional Committee of UNESCO, talked about "Peace at Many Prices": 5:45-6:00 p.m. EST.

APRIL 5. ARTHUR BLISS LANE, former United States Ambassador, presented his views on "The Tragedy of Poland": 10:45-11:00 p.m. EST.

APRIL 12. GENERAL JOSEPH T. MCNARNEY, just returned from command of the Army of Occupation in the American Zone of Germany, told why he feels we must keep an adequate peacetime Army there: 10:45-11:00 p.m. EST.

APRIL 29. JOHN FOSTER DULLES, special adviser to Secretary of State Marshall, delivered his first "Report on the Moscow Conference": 10:30-11:00 p.m. EDT.

APRIL 30. HENRY A. WALLACE, editor of the *New Republic*, discussed his recent trip to Europe and presented his views on the consequences of U.S. foreign policies: 6:15-6:30 p.m. EDT.

MAY 14. PAUL V. MCNUTT, Ambassador to the Philippines, reported impressions gained in a recent two-month world tour: 6:15-6:30 p.m. EDT.

MAY 15. CHESTER BOWLES, former head of the OPA, reported on a special study prepared by the Americans for Democratic Action, titled "Economic Stability": 6:15-6:30 p.m. EDT.

MAY 16. GEORGE MEANY, Secretary-Treasurer of the American Federation of Labor, discussed "Anti-Labor Legislation": 6:15-6:30 p.m. EDT.

CBS Program Book
Supplement for July
to be tipped in here

CBS PROGRAM BOOK SUPPLEMENT • JULY 1, 1947

MATTHEW BROADCASTING COMPANY, INC.
GENERAL LIBRARY
30 ROCKEFELLER PLAZA, NEW YORK, N.Y.

NEW CBS STANDARD PROGRAMS (All times are Eastern Daylight Time)

CAMPBELL SOUP COMPANY *(654th Week on CBS)*	Mon. thru Fri. 7:30–7:45 p.m. *Rebroadcast* *12:30–12:45 a.m.* 150 CBS stations ORIGINATES: KNX	Franco-American Spaghetti *Ward Wheelock Company*
Club 15 with Bob Crosby, Margaret Whiting, Patti Clayton, and the Modernaires. *Musical variety*		
Double or Nothing *Audience participation*	Mon. thru Fri. 3:00–3:30 p.m. 41 CBS stations ORIGINATES: KNX	Campbell's Soups *Ward Wheelock Company*

NEW CBS PACIFIC NETWORK PROGRAMS (All times are Pacific Standard Time)

MILES LABORATORIES, INC. *(68th Week on CBS)*	Mon. thru Fri. 7:45–8:00 a.m. ORIGINATES: KNX	All Products *Wade Advertising Agency*
Fred Beck *General commentary*		

NEW CBS ENTERTAINING PROGRAMS (Eastern Daylight Time)

CBS Is There	Monday 9:00–9:30 p.m. ORIGINATES: WCBS	CBS newsman John Daly and a cast of topflight radio actors enact great historic moments as though they were actually happening today and being reported on the air.
Escape	Monday 9:30–10:00 p.m. ORIGINATES: KNX	Escape stories from the world of fantasy, directed by William N. Robson with veteran casts of stage, screen and radio actors.

CBS Program Book
Supplement for August
to be tipped in here

Richard C. Hottelet and the News	Mon. thru Fri. 6:45–7:00 p.m. ORIGINATES: WCBS	The day's news reported by a seasoned foreign correspondent who has covered major military campaigns, several international conferences, and post-war Berlin and Moscow.
The Robert Q. Lewis Show	Mon. thru Fri. 7:00–7:30 p.m. ORIGINATES: WCBS	Informal comedy-variety show with Robert Q. Lewis as a fellow who runs a radio station just as he pleases. Kathy Norman is the featured vocalist, with George Wright's orchestra.
St. Louis Municipal Opera	Saturday 7:00–7:30 p.m. ORIGINATES: KMOX	Stars of radio and concert hall in songs from light operas and musical comedies. Twenty-ninth summer series of the St. Louis Municipal Opera.
Saturday Afternoon at the Chase	Saturday 5:30–6:00 p.m. ORIGINATES: KMOX	A new musical variety series featuring noted performers appearing each week as guest stars in the Chase Club of the Hotel Chase. From St. Louis.
Tom Scott, American Troubadour	Mon. thru Fri. 8:15–8:30 a.m. ORIGINATES: WCBS	Folk songs by a guitar-strumming young baritone who is also a trained musician and an authority on American ballads.

CBS Program Book
Supplement for August
to be tipped in here

Page 4	**ARMOUR & COMPANY**	Increase stations to 120. Starting July 14, change time to 4:00–4:25 p.m.
Page 4	**BAYER COMPANY**	Change time to Wednesday, 8:00–8:30 p.m.
Page 5	**BORDEN CO.**	Change "The Ginny Simms Show" to "Arthur's Place". Change agency to Kenyon & Eckhardt, Inc.
Page 5	**CAMPBELL SOUP COMPANY**	Cancel "Jack Carson Show" series. Change time of "Robert Trout and the News" to 7:45–8:00 p.m. Rebroadcast 12:45–1:00 a.m.
Page 7	**ELECTRIC AUTO-LITE CO.**	Change program listing to "Lawyer Tucker". Program originates WCBS.
Page 7	**ELECTRIC COMPANIES ADVERTISING PROGRAM**	"The Summer Electric Hour", originating at KNX, summer replacement for "Hour of Charm".
Page 7	**EMERSON DRUG COMPANY**	Change rebroadcast time to 12:00 midnight–12:30 a.m.
Page 7	**EVERSHARP, INC.**	Change origination to KNX.
Page 7	**FORD MOTOR CO.**	Change program listing to "The Ford Showroom" with Meredith Willson, Paulena Carter, Ben Gage and guests. Change agency to Kenyon & Eckhardt, Inc.
Page 8	**GENERAL FOODS CORPORATION**	Change program Monday thru Friday, 12 noon–12:15 p.m. to "Wendy Warren and the News".
Page 8	**GULF OIL CORPORATION**	Change time to Tuesday, 9:00–9:30 p.m.

CBS Program Book
Supplement for August
to be tipped in here

Page 9	**CHARLES E. HIRES CO.**	Starting July 27, change time to 2:45–3:00 p.m. Change number of stations to 88.
Page 10	**THOMAS J. LIPTON, INC.**	Change program listing to "Arthur Godfrey's Talent Scouts", effective July 25. Change time to Friday, 9:30–10:00 p.m.
Page 10	**P. LORILLARD COMPANY**	Change program listing to "Rhapsody in Rhythm" with Buddy Clark, Peggy Lee, Jubalaires, Robert Maxwell and Jan Savitt's Orchestra.
Page 10	**LUDEN'S, INC.**	Change program to "Ned Calmer and the News", Saturday & Sunday, 8:55–9:00 p.m., originating WCBS.
Page 11	**PET MILK SALES CORPORATION**	Change time of "Saturday Night Serenade" to 10:00–10:30 p.m.
Page 12	**THE PROCTER & GAMBLE CO.**	"F.B.I. In Peace & War" suspends July 3 to August 21. Starting August 23 change time to Saturday, 7:30–8:00 p.m., and rebroadcast time to 11:00–11:30 p.m. Change "The Guiding Light" origination to KNX. "Mystery of the Week" suspends July 7 thru August 22. "Jack Smith Show" suspends July 7 thru August 22. Cancel "This Is Hollywood" series.
Page 13	**PRUDENTIAL INSURANCE COMPANY OF AMERICA**	Change cast to Eileen Farrell and Charles Fredericks, with Tom Jones conducting the orchestra and chorus.

CBS Program Book
Supplement for August
to be tipped in here

MONTHLY CORRECTIONS - CBS CROSSOVER PROGRAMS (continued)		
Page 14	**REXALL DRUG CO.**	Cancel series.
Page 14	**R. J. REYNOLDS TOBACCO COMPANY**	Change time of "Vaughn Monroe Show" to 9:30–10:00 p.m. Rebroadcast time, 12:30–1:00 a.m.
Page 14	**SAFEWAY STORES, INC.**	Cancel series.
Page 15	**TONI, INC.**	Change client listing to The Toni Company.
Page 15	**WM. R. WARNER & CO., INC.**	Change time to Sunday, 5:30–5:45 p.m.
Page 15	**WHITEHALL PHARMACAL COMPANY**	Hiatus July 3 through August 31.
MONTHLY CORRECTIONS - CBS PACIFIC NETWORK PROGRAMS		
Page 15	**BARRON-GRAY PACKING CO.**	Change time to Sunday, 8:55–9:00 p.m.
Page 16	**CAMPBELL SOUP COMPANY**	Cancel series.
Page 17	**TONI, INC.**	Change client listing to The Toni Company. Cancel Monday and Wednesday programs.
MONTHLY CORRECTIONS - CBS SUSTAINING PROGRAMS		
Page 21	**TIME FOR REASON—ABOUT RADIO**	Change title to "Time For Reason".
Page 22	**BOUQUET FOR YOU**	Cancel series.
Page 23	**THE MARINERS**	Cancel series.
Page 24	**TRUMPETEERS**	Add Sunday, 8:15–8:30 a.m.
Page 24	**HAWK LARABEE**	Change time to Friday, 8:00–8:30 p.m.

CBS Program Book
Supplement for August
to be tipped in here

Page 24	**ROMANCE**	Change time to Monday, 10:00–10:30 p.m.
Page 24	**ARTHUR GODFREY'S TALENT SCOUTS**	Change time to Friday, 9:30–10:00 p.m. Program sponsored by Thomas J. Lipton, Inc., beginning July 25.
Page 25	**ROBERT Q. LEWIS LITTLE SHOW**	Change time to Friday, 8:30–8:55 p.m.
Page 25	**OKLAHOMA ROUND-UP**	Add Saturday, 7:30–8:00 p.m.
Page 25	**SOUND OFF WITH MARK WARNOW**	Change time to Sunday, 6:30–7:00 p.m.
Page 25	**WINNER TAKE ALL**	Cancel Monday night program.

CBS Program Book
Supplement for August
to be tipped in here

CBS Program Book
Supplement for July
to be tipped in here

CBS Program Book
Supplement for August
to be tipped in here

THE COLUMBIA BROADCASTING SYSTEM

Sales and administrative offices: 485 Madison Ave., New York 22 • 182 Tremont St., Boston 12
410 N. Michigan Ave., Chicago 11 • 902 Fisher Bldg., Detroit 2 • 401 South 12th Boulevard,
St. Louis 2 • 625 Second Avenue, South, Minneapolis 2 • 101 Marietta Street Bldg., Atlanta 3
Earle Building, Washington 4, D. C. • Columbia Square, Los Angeles 28 • Palace Hotel,
San Francisco 5 • 49 Hallam Street, W. 1, London, Eng. • Cable address, Columbia, New York

CBS PROGRAM BOOK · FALL, 1947

ARTHUR GODFREY
—popular CBS talent finder.
(See inside cover)

CBS — POPULAR PROGRAM FINDER: *Columbia's Arthur Godfrey is today's most active star,* and *salesman in all radio — with three full hours a week of network programs* produced and packaged *by CBS for Chesterfield Cigarettes, Lipton's Tea, and Lipton's Noodle Soup Mix. With Arthur Godfrey, there are 13 more* CBS-produced *programs brightening the schedule for CBS clients this Fall — evidence of the* most complete *Package-Program operation in all radio today.*

FALL, 1947

THE COLUMBIA PROGRAM BOOK

CBS SPONSORED PROGRAMS: page 4

CBS PACIFIC NETWORK SPONSORED PROGRAMS: page 16

CBS SUSTAINING PROGRAMS: page 19

Published quarterly for advertising executives by

THE COLUMBIA BROADCASTING SYSTEM

485 Madison Avenue, New York 22, N. Y.

September 15, 1947

COLUMBIA NETWORK CLIENTS

AUTOMOTIVE

CHRYSLER CORPORATION:
De Soto Cars . . . . . Page 6

ELECTRIC AUTO-LITE CO.:
Spark Plugs, Batteries, Ignition Systems . Page 8

FORD MOTOR CO.:
Ford Motor Cars . . . . . Page 8

STUDEBAKER CORP.:
Motor Cars . . . . . Page 18

CIGARETTES & TOBACCO

LIGGETT & MYERS TOBACCO COMPANY, INC.
Chesterfield Cigarettes . . . . . Page 11

P. LORILLARD COMPANY:
Old Gold Cigarettes . . . . . Page 11

PHILIP MORRIS & COMPANY, LTD., INC.:
Philip Morris Cigarettes . . . . . Page 12

R. J. REYNOLDS TOBACCO COMPANY:
Camel Cigarettes . . . . . Page 14

CONFECTIONS AND SOFT DRINKS

COCA-COLA COMPANY:
Coca-Cola . . . . . Page 7

CURTISS CANDY COMPANY:
Candy . . . . . Page 7

CHARLES E. HIRES CO.:
Hires Root Beer . . . . . Page 10

LUDEN'S, INC.:
Fifth Avenue Candy Bar . . . . . Page 11

PETER PAUL, INC.:
All Products . . . . . Page 17

WM. WRIGLEY JR., COMPANY:
Chewing Gum . . . . . Page 16

DRUGS & TOILET GOODS

AMERICAN HOME PRODUCTS CORP.:
Anacin, Kolynos, Bisodol . . . . . Page 4

BAYER COMPANY:
Bayer Aspirin . . . . . Page 5

CAMPANA SALES COMPANY:
All Products . . . . . Page 5

CENTAUR DIVISION, STERLING DRUG INC.:
Ironized Yeast, Phillip's Milk of Magnesia Page 6

CHESEBROUGH MANUFACTURING COMPANY, CONSOLIDATED:
Vaseline Hair Tonic, Petroleum Jelly . . Page 6

COLGATE-PALMOLIVE-PEET COMPANY:
(See also Laundry Soaps & Household Supplies)
Colgate Tooth Powder, Halo Shampoo . . Page 7

EMERSON DRUG COMPANY:
Bromo-Seltzer . . . . . Page 8

"42" PRODUCTS, INC.:
All Products . . . . . Page 16

LEVER BROTHERS COMPANY:
(See also Foods)
Lux Soap and Flakes, Swan Soap,
Trim Hair Tonic . . . . . Pages 10, 17

MILES LABORATORIES, INC.:
All Products . . . . . Pages 12, 17

THE PROCTER & GAMBLE CO.:
(See also Laundry Soaps; Foods)
Ivory Soap, Lava Soap . . . . . Pages 13, 14

THE TONI COMPANY:
Toni Home Permanent Wave . . . Pages 15, 18

WM. R. WARNER & CO., INC.
Richard Hudnut Beauty Preparations . . Page 15

WHITEHALL PHARMACAL COMPANY:
Kolynos . . . . . Page 15

WILDROOT CO., INC.:
Wildroot Cream Oil . . . . . Page 15

FOODS & BEVERAGES

ARMOUR & COMPANY:
Canned Meats . . . . . Page 4

BALLARD & BALLARD CO.:
Ballard's Obelisk Flour . . . . . Page 4

BARRON GRAY PACKING CO.:
Here's Health Vegetable Juice . . . . Page 16

BORDEN CO.:
All Products . . . . . Page 5

BOWEY'S, INC.:
Dari-Rich Products . . . . . Page 5

CALIFORNIA PRUNE & APRICOT GROWERS' ASSN.:
Sunsweet Tenderized Fruits . . . . . Page 16

CBS PACKAGE PROGRAMS available for sponsorship

Here are 31 CBS Package Programs illustrating the wide range—in type *and* budget—available to CBS sponsors for more effective selling. Each is air-tested and ready to go to work.

COMEDY AND VARIETY

SWEENEY & MARCH
8:30-8:55 pm Saturday

THE BILL GOODWIN SHOW
9:00-9:30 pm Saturday

ROBERT Q. LEWIS LITTLE SHOW
8:00-8:30 pm Saturday

ROBERT Q. LEWIS SHOW
(15 or 30 min.—5 a wk.)
[illegible]
10:00-10:15 am Saturday

NEWS AND PUBLIC AFFAIRS

AS OTHERS SEE US
12:30-1:00 pm Sunday

BILL SHADELL AND THE NEWS
6:00-6:15 pm Saturday

WEEKLY NEWS REVIEW
2:00-2:30 pm Sunday

OF MEN AND BOOKS
4:45-5:00 pm Saturday

JOSEPH C. HARSCH & THE MEANING OF THE NEWS
5:45-6:00 pm Sunday

HOWARD K. SMITH FROM LONDON
1:45-2:00 pm Sunday

LARRY LESUEUR AND THE NEWS
6:45-7:00 pm Saturday

FRONTIERS OF SCIENCE WITH QUINCY HOWE
6:15-6:30 pm Tuesday

COLUMBIA'S COUNTRY JOURNAL
2:30-3:00 pm Saturday

CBS PACKAGE PROGRAMS available for sponsorship

Here are 31 CBS Package Programs illustrating the wide range—in type *and* budget—available to CBS sponsors for more effective selling. Each is air-tested and ready to go to work.

COMEDY AND VARIETY

SWEEHEY & MARCH
8:30-8:55 pm Saturday

THE BILL GOODWIN SHOW
9:00-9:30 pm Saturday

ROBERT O. LEWIS LITTLE SHOW
8:00-8:30 pm Saturday

ROBERT O. LEWIS SHOW
(15 or 30 min.—5 a wk.)
broadcast records available

ABE BURROWS
10:30-10:45 pm Saturday

DRAMA

CBS IS THERE
broadcast records available

DOORWAY TO LIFE
(also daytime)
10:30-11:00 pm Wednesday

ESCAPE
broadcast records available

ROMANCE
broadcast records available

ROOFTOPS OF THE CITY
broadcast records available

STUDIO ONE
9:30-10:30 pm Tuesday

MUSIC

EILEEN FARRELL AND THE CBS CONCERT ORCHESTRA
10:30-11:00 pm Friday

NEW YORK PHILHARMONIC-SYMPHONY ORCHESTRA
broadcast records available

PHILADELPHIA ORCHESTRA
broadcast records available

OKLAHOMA ROUNDUP
(also daytime—5 a week)
9:15-10:00 am Monday-Friday and
11:15-12:00 mid. Saturday

WAITIN' FOR CLAYTON
broadcast records available

BOB REID SINGS
2:30-2:45 pm Sunday

DAYTIME — 5-A-WEEK

GIVE AND TAKE
4:30-5:00 pm Monday-Friday

LOOK YOUR BEST
10:00-10:30 am Monday-Friday
(except WCBS)

WINNER TAKE ALL
(also nighttime—once a week)
3:30-4.00 pm Monday-Friday

TIME TO REMEMBER
broadcast records available

THE GARDEN GATE
(once a week)
10:00-10:15 am Saturday

NEWS AND PUBLIC AFFAIRS

AS OTHERS SEE US
12:30-1:00 pm Sunday

BILL SHADEL AND THE NEWS
6:00-6:15 pm Saturday

WEEKLY NEWS REVIEW
2:00-2:30 pm Sunday

OF MEN AND BOOKS
4.45-5.00 pm Saturday

JOSEPH C. HAESCH & THE MEANING OF THE NEWS
5.45-6:00 pm Sunday

HOWARD K. SMITH FROM LONDON
1:45-2.00 pm Sunday

EARRY LESUEUR AND THE NEWS
6:45-7:00 pm Saturday

FRONTIERS OF SCIENCE WITH QUINCY HOWE
6:15-6:30 pm Tuesday

COLUMBIA'S COUNTRY JOURNAL
2:30-3:00 pm Saturday

CAMPBELL SOUP COMPANY:
Franco-American Spaghetti . . . . . Pages 5, 6

CARNATION CO.:
Carnation Evaporated Milk and
Friskies Dog Food . . . . . Page 6

CONTINENTAL BAKING CO.:
Wonder Bread, Hostess Cake . . . . . Page 7

CREAM OF WHEAT CORP.:
Cream of Wheat Cereal . . . . . Page 7

GENERAL FOODS CORPORATION:
(See also Laundry Soaps)
Maxwell House Coffee, Sanka, Jell-O,
Jell-O Pudding . . . . . Pages 8, 9

LEVER BROTHERS COMPANY:
(See also Toilet Goods)
Spry . . . . . Page 10

THOMAS J. LIPTON, INC.:
Lipton's Tea and Continental Soup Mix . Page 11

PET MILK SALES CORPORATION:
400-D Pet Milk . . . . . Page 12

PILLSBURY MILLS, INC.:
Pillsbury Flour Products . . . . . Page 13

PLANTERS NUT & CHOCOLATE COMPANY:
All Products . . . . . Page 17

THE PROCTER & GAMBLE CO.:
(See also Toilet Goods; Laundry Soaps)
Crisco . . . . . Pages 13, 14

ROMA WINE CO., INC.:
Roma Wines . . . . . Page 15

SUNNYVALE PACKING CO.:
Rancho Soups . . . . . Page 18

LAUNDRY SOAPS AND HOUSEHOLD SUPPLIES

ARMOUR & COMPANY:
(See also Foods)
Chiffon Flakes . . . . . Page 4

B. T. BABBITT, INC.:
All Products . . . . . Page 4

CHEMICALS, INC.:
Vano Household Chemical . . . . . Page 16

COLGATE-PALMOLIVE-PEET CO.:
(See also Drugs & Toilet Goods)
Super Suds . . . . . Page 7

GENERAL FOODS CORPORATION:
(See also Foods)
La France, Satina . . . . . Pages 8, 9

LOS ANGELES SOAP COMPANY:
All Products . . . . . Page 17

MANHATTAN SOAP COMPANY, INC.:
Blu-White Flakes . . . . . Page 11

THE PROCTER & GAMBLE CO.:
(See also Toilet Goods; Foods)
Oxydol, Duz, Spic & Span, Dreft,
Ivory Snow, Ivory Flakes . . . . . Pages 13, 14

LUBRICANTS

GULF OIL CORPORATION:
All Products . . . . . Page 9

SIGNAL OIL COMPANY:
All Products . . . . . Page 17

THE TEXAS COMPANY:
Texaco Products . . . . . Page 15

MISCELLANEOUS

ANCHOR-HOCKING GLASS CORP.:
Anchorglass and Fire King
Ovenglass Products . . . . . Page 4

ARMSTRONG CORK COMPANY:
Armstrong's Floor Coverings . . . . . Page 4

BEKINS VAN AND STORAGE CO.:
Moving and Storage . . . . . Page 16

ELECTRIC COMPANIES ADVERTISING PROGRAM:
Institutional . . . . . Page 8

W. P. FULLER & CO.:
Paints . . . . . Page 16

GENERAL ELECTRIC COMPANY:
Appliances and Merchandise . . . . . Page 8

GENERAL MOTORS CORP.:
Frigidaires . . . . . Page 9

HALL BROS. INC.:
Hallmark Greeting Cards . . . . . Page 9

HOUSEHOLD FINANCE CORP.:
Personal Loans . . . . . Page 10

INTERNATIONAL SILVER COMPANY:
International Sterling and
1847 Rogers Bros. Silverplate . . . . . Page 10

JOHNS-MANVILLE CORPORATION:
Johns-Manville Insulating Materials . . Page 10

METROPOLITAN LIFE INSURANCE CO.:
Institutional . . . . . Page 12

OMNIBOOK CORPORATION:
Omnibook Magazine . . . . . Page 12

PRUDENTIAL INSURANCE COMPANY OF AMERICA:
Prudential Insurance Services . . . . . Page 14

W. A. SHEAFFER PEN COMPANY:
Pens, Pencils, Skrip, Leads . . . . . Page 15

Unless otherwise indicated, all times listed are Eastern Daylight through Sept. 27. Eastern Standard thereafter.

CBS SPONSORED PROGRAMS

"Weeks on CBS" as of Sept. 15, 1947

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
AMERICAN HOME PRODUCTS CORP. *(762nd Week on CBS)*		
Our Gal Sunday *Serial drama*	Mon. thru Fri. 12:45–1:00 p.m. 81 CBS stations ORIGINATES: WCBS	Anacin *Dancer-Fitzgerald-Sample, Inc.*
The Romance of Helen Trent *Serial drama*	Mon. thru Fri. 12:30–12:45 p.m. 76 CBS stations ORIGINATES: WCBS	Kolynos, Bisodol *Dancer-Fitzgerald-Sample, Inc.*
ANCHOR-HOCKING GLASS CORP. *(193rd Week on CBS)*		
Casey, Crime Photographer *Mystery drama (A CBS package program)*	Thursday 9:30–10:00 p.m. *Rebroadcast 1:30–2:00 a.m.* 144 CBS stations ORIGINATES: WCBS	Anchorglass, Fire King Ovenglass Products *William H. Weintraub & Co., Inc.*
ARMOUR & COMPANY *(147th Week on CBS)*		
Hint Hunt *Audience participation*	Mon. thru Fri. 4:00–4:25 p.m. 122 CBS stations ORIGINATES: WBBM	Chiffon Flakes, Canned Meat *Foote, Cone & Belding*
ARMSTRONG CORK COMPANY *(310th Week on CBS)*		
Armstrong's Theatre of Today *Drama*	Saturday 12 noon–12:30 p.m. 160 CBS stations ORIGINATES: WCBS	Armstrong's Floor Coverings *Batten, Barton, Durstine & Osborn, Inc.*
B. T. BABBITT, INC. *(128th Week on CBS)*		
David Harum *Serial drama*	Mon. thru Fri. 10:45–11:00 a.m. 54 CBS stations ORIGINATES: WCBS	All Products *Duane Jones Co., Inc.*
BALLARD & BALLARD CO. *(240th Week on CBS)*		
Renfro Valley Folks *Serial drama*	Sat., Sun. 9:15–9:45 a.m. Thurs., Fri. 9:15–9:30 a.m. 27 CBS stations ORIGINATES: WHAS	Ballard's Obelisk Flour *Henri, Hurst & McDonald, Inc.*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
BAYER COMPANY *(622nd Week on CBS)* **American Melody Hour** with Bob Hannon, Evelyn MacGregor, Orchestra and chorus *Musical variety*	Wednesday 8:00–8:30 p.m. 149 CBS stations ORIGINATES: WCBS	Bayer Aspirin *Dancer-Fitzgerald-Sample, Inc.*
BORDEN CO. *(166th Week on CBS)* ***The Borden Program** with Mark Warnow's Orchestra and Chorus *Musical*	Friday 9:00–9:30 p.m. *Rebroadcast* *1:00–1:30 a.m.* 157 CBS stations ORIGINATES: KNX	All Products *Young & Rubicam, Inc.*
County Fair *Variety-quiz*	Saturday 1:30–2:00 p.m. 161 CBS stations ORIGINATES: WCBS	Borden's Instant Coffee *Kenyon & Eckhardt, Inc.*
BOWEY'S, INC. *(431st Week on CBS)* **Stars Over Hollywood** with guest stars *Original drama*	Saturday 12:30–1:00 p.m. 52 CBS stations ORIGINATES: KNX	Dari-Rich Products *Sorensen & Company*
CAMPANA SALES COMPANY *(823rd Week on CBS)* **First Nighter** *Drama* *(Begins October 4)*	Saturday 8:00–8:30 p.m. 59 CBS stations ORIGINATES: WBBM	All Products *Wallace-Ferry-Hanly Co.*
CAMPBELL SOUP COMPANY *(965th Week on CBS)* ***"Club 15"** with Bob Crosby, Margaret Whiting, Andrew Sisters and the Modernaires *Musical variety*	Mon. thru Fri. 7:30–7:45 p.m. *Rebroadcast* *12:30–12:45 a.m.* 143 CBS stations ORIGINATES: KNX	Franco-American Spaghetti *Ward Wheelock Company*

*Program or time added to network schedule since previous issue

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
CAMPBELL SOUP COMPANY *(Continued)*	Mon. thru Fri. 3:00–3:30 p.m. 84 CBS stations ORIGINATES: KNX	Campbell's Soups *Ward Wheelock Company*
†Double or Nothing *Audience participation*		
Meet Corliss Archer *Comedy*	Sunday 9:00–9:30 p.m. *Rebroadcast 12:00 mid. 12:30 a.m.* 145 CBS stations 30 CBC stations ORIGINATES: KNX	
Robert Trout *News (Beginning September 29, Edward R. Murrow) (A CBS package program)*	Mon. thru Fri. 7:45–8:00 p.m. *Rebroadcast 12:45 1:00 a.m.* 144 CBS stations ORIGINATES: WCBS	
CARNATION CO. *(90th Week on CBS)*	Mon. thru Fri. 2:30–2:45 p.m. 62 CBS stations ORIGINATES: WCBS	Carnation Evaporated Milk and Friskies Dog Food *Erwin Wasey & Co., Ltd.*
Lone Journey *Serial drama (Series ends September 26)*		
CENTAUR DIVISION STERLING DRUG INC. *(500th Week on CBS)*	Tuesday 8:00–8:30 p.m. *Rebroadcast 12:00 mid. 12:30 a.m.* 147 CBS stations 22 CBC stations ORIGINATES: WCBS	Ironized Yeast, Phillips Milk of Magnesia *Pedlar & Ryan, Inc.*
Big Town *Drama*		
CHESEBROUGH MANUFACTURING COMPANY, CONSOLIDATED *(461st Week on CBS)*	Wednesday 8:30–8:55 p.m. *Rebroadcast 11:30–11:55 p.m.* 156 CBS stations ORIGINATES: KNX	Vaseline Hair Tonic, Vaseline Petroleum Jelly *McCann-Erickson, Inc.*
Dr. Christian with Jean Hersholt *Drama*		
†CHRYSLER CORPORATION *(537th Week on CBS)*	Sunday 10:00–10:30 p.m. 160 CBS stations ORIGINATES: KNX	De Soto Cars *Batten, Barton, Durstine & Osborn, Inc.*
†Christopher Wells *Drama*		

† Program or time added to network schedule since [illegible]

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
THE COCA-COLA COMPANY *(280th Week on CBS)* **+The Pause That Refreshes on the Air** with Percy Faith and his Orchestra *Musical*	Sunday 6:30–7:00 p.m. 163 CBS stations ORIGINATES: WCBS	Coca-Cola *D'Arcy Advertising Co., Inc.*
(Program to be Announced) *(Begins October 3)*	Friday 10:30–11:00 p.m. 161 CBS stations ORIGINATES: WCBS	
COLGATE-PALMOLIVE-PEET COMPANY *(609th Week on CBS)* **+Mr. and Mrs. North** *Mystery drama*	Tuesday 8:30–8:55 p.m. *Rebroadcast* *11:30–11:55 p.m.* 148 CBS stations ORIGINATES: WCBS	Colgate Tooth Powder. Halo Shampoo *Sherman & Marquette, Inc.*
Blondie *Comedy*	Sunday 7:30–8:00 p.m. *Rebroadcast* *11:30–12:00 mid.* 147 CBS stations ORIGINATES: KNX	Super Suds *Wm. Esty & Co., Inc.*
CONTINENTAL BAKING CO., INC. *(660th Week on CBS)* **Grand Slam** with Irene Beasley *Audience participation*	Mon. thru Fri. 11:30–11:45 a.m. *Rebroadcast* *3:45–4:00 p.m.* 47 CBS stations ORIGINATES: WCBS	Wonder Bread, Hostess Cake *Ted Bates, Inc.*
CREAM OF WHEAT CORP. *(376th Week on CBS)* **Let's Pretend** *Dramatized fairy tales* *(A CBS package program)*	Saturday 11:05–11:30 a.m. 146 CBS stations ORIGINATES: WCBS	Cream of Wheat Cereal *Batten, Barton, Durstine & Osborn, Inc.*
CURTISS CANDY COMPANY *(467th Week on CBS)* **News** with Warren Sweeney *(A CBS package program)*	Sat., Sun. 11:00–11:05 a.m. 146 CBS stations ORIGINATES: WCBS	Candy *C. L. Miller Company*

+Program or client added to network schedule since previous issue.

SPONSOR AND PROGRAM	TIME	PRODUCT AND AGENCY
ELECTRIC AUTO-LITE CO. *(101st Week on CBS)* **The Dick Haymes Show** *Variety*	Thursday 9:00–9:30 p.m. *Rebroadcast* *1:00–1:30 a.m.* 156 CBS stations 28 CBC stations ORIGINATES: KNX	Spark Plugs, Batteries, Ignition Systems *Ruthrauff & Ryan, In*
ELECTRIC COMPANIES ADVERTISING PROGRAM *(208th Week on CBS)* **Electric Hour** with Phil Spitalny's Orchestra *Musical*	Sunday 4:30–5:00 p.m. 153 CBS stations ORIGINATES: WCBS	Institutional *N. W. Ayer & Son, In*
EMERSON DRUG COMPANY *(358th Week on CBS)* **Inner Sanctum** *Mystery drama*	Monday 8:00–8:30 p.m. *Rebroadcast* *12:30–1:00 a.m.* 149 CBS stations ORIGINATES: WCBS	Bromo-Seltzer *Batten, Barton, Durste & Osborn, Inc.*
FORD MOTOR CO. *(514th Week on CBS)* **The Ford Show** with Meredith Willson and his Orchestra *Musical* *(Cancel series after September 24)*	Wednesday 9:30–10:00 p.m. *Rebroadcast* *1:30–2:00 a.m.* 160 CBS stations ORIGINATES: KNX	Ford Motor Cars *J. Walter Thompson C*
+GENERAL ELECTRIC COMPANY *(251st Week on CBS)* **House Party** *Audience participation* *(Begins December 1)*	Mon. thru Fri. 3:30–3:55 p.m. 16 CBS stations ORIGINATES: KNX	Appliances and Merchandise *Young & Rubicam, I*
GENERAL FOODS CORPORATION *(640th Week on CBS)* **The Adventures of the Thin Man** *Mystery*	Friday 8:30–8:55 p.m. *Rebroadcast* *11:30–11:55 p.m.* 146 CBS stations ORIGINATES: WCBS	Sanka, Instant Sanka *Young & Rubicam, In*

+Program or talent subject to network schedule may preempt your

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
GENERAL FOODS CORPORATION *(Continued)*		
The Baby Snooks Show *Comedy*	Friday 8:00–8:30 p.m. *Rebroadcast 12:00 mid.–12:30 a.m.* 149 CBS stations ORIGINATES: KNX	Jell-O, Jell-O Puddings *Young & Rubicam, Inc.*
The Second Mrs. Burton *Serial drama*	Mon. thru Fri. 2:00–2:15 p.m. *Rebroadcast 3:30–3:45 p.m.* 65 CBS stations ORIGINATES: WCBS	LaFrance, Satina *Young & Rubicam, Inc*
***Wendy Warren** *Serial drama and news*	Mon. thru Fri. 12 noon–12:15 p.m. *Rebroadcast 2:00–2:15 p.m.* 145 CBS stations ORIGINATES: WCBS	Maxwell House Coffee *Benton & Bowles, Inc.*
GENERAL MOTORS CORP. *(111th Week on CBS)*		
The Man Called X *Drama*	Thursday 10:30–11:00 p.m. 158 CBS stations ORIGINATES: KNX	Frigidaires *Foote, Cone & Belding*
GULF OIL CORPORATION *(704th Week on CBS)*		
We the People with Milo Boulton and Oscar Bradley's Orchestra *Real life experiences*	Tuesday 9:00–9:30 p.m. 113 CBS stations ORIGINATES: WCBS	All Products *Young & Rubicam, Inc.*
HALL BROS. INC. *(81st Week on CBS)*		
Reader's Digest—Radio Edition *Drama*	Thursday 10:00–10:30 p.m. 157 CBS stations ORIGINATES: WCBS	Hallmark Greeting Cards *Foote, Cone & Belding*

* *Program or client added to network schedule since previous issue.*

CBS SPONSORED PROGRAMS

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
CHARLES E. HIRES CO. *(33rd Week on CBS)* **Here's To You** *Musical*	Sunday 2:45–3:00 p.m. 81 CBS stations ORIGINATES: WCBS	Hires Root Beer *N. W. Ayer & Son, Inc*
HOUSEHOLD FINANCE CORP. *(142nd Week on CBS)* **The Whistler** *Mystery drama* *(A CBS package program)*	Wednesday 10:00–10:30 p.m. 59 CBS stations 28 CBC stations ORIGINATES: KNX	Personal Loans *Le Vally, Inc.*
INTERNATIONAL SILVER COMPANY *(495th Week on CBS)* **Adventures of Ozzie and Harriet** *Comedy*	Sunday 6:00–6:30 p.m. 153 CBS stations 24 CBC stations ORIGINATES: KNX	International Sterling, 1847 Rogers Bros. Silverplate *Young & Rubicam, In*
JOHNS-MANVILLE CORPORATION *(321st Week on CBS)* **Bill Henry** *News* *(A CBS package program)*	Mon. thru Fri. 8:55–9:00 p.m. 66 CBS stations ORIGINATES: WTOP and WCBS	Johns-Manville Insulatin Materials *J. Walter Thompson C*
LEVER BROTHERS COMPANY *(631st Week on CBS)* **Lux Radio Theater** William Keighley, director, with famous stars and Lou Silvers' Orchestra *Drama*	Monday 9:00–10:00 p.m. *Rebroadcast* *1:00–2:00 a.m.* 150 CBS stations 22 CBC stations ORIGINATES: KNX	Lux Soap & Flakes *J. Walter Thompson C*
Aunt Jenny's Real Life Stories *Dramatic sketches*	Mon. thru Fri. 12:15–12:30 p.m. 59 CBS stations 24 CBC stations ORIGINATES: WCBS	Spry *Ruthrauff & Ryan, In*
†**My Friend Irma** *Comedy* *(A CBS package program)*	Monday 10:00–10:30 p.m. 145 CBS stations ORIGINATES: KNX	Swan Soap *Young & Rubicam, In*

†Program or client added to network schedule since previous issue.

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
LIGGETT & MYERS TOBACCO COMPANY, INC. *(676th Week on CBS)* **Arthur Godfrey** *Comedy variety* *(A CBS package program)*	Mon. thru Fri. 11:00–11:30 a.m. 154 CBS stations ORIGINATES: WCBS	Chesterfield Cigarettes *Newell-Emmett Company*
THOMAS J. LIPTON, INC. *(196th Week on CBS)* **+Arthur Godfrey's Talent Scouts** *Variety* *(A CBS package program)*	Monday 8:30–8:55 p.m. *Rebroadcast* *11:30–11:55 p.m.* 145 CBS stations ORIGINATES: WCBS	Lipton's Tea, Lipton's Noodle Soup Mix *Young & Rubicam, Inc.*
P. LORILLARD COMPANY *(558th Week on CBS)* **+Rhapsody In Rhythm** *Musical*	Wednesday 9:00–9:30 p.m. *Rebroadcast* *10:00–10:30 p.m.* 145 CBS stations ORIGINATES: KNX	Old Gold Cigarettes *Lennen & Mitchell, Inc.*
LUDEN'S, INC. *(132nd Week on CBS)* **Ned Calmer** *News* *(A CBS package program)*	Sat., Sun. 8:55–9:00 p.m. 158 CBS stations ORIGINATES: WCBS	Fifth Avenue Candy Bar *J. M. Mathes, Inc.*
+Strike It Rich *Audience participation* *(Begins November 2)* *(A CBS package program)*	Sunday 10:30–11:00 p.m. 67 CBS stations ORIGINATES: WCBS	Luden's Cough Drops *J. M. Mathes, Inc.*
MANHATTAN SOAP CO., INC. *(342nd Week on CBS)* **The Strange Romance of Evelyn Winters** *Dramatic serial*	Mon. thru Fri. 10:30–10:45 a.m. *Rebroadcast* *4:30–4:45 p.m.* 160 CBS stations ORIGINATES: WCBS	Blu-White Flakes *Duane Jones Co., Inc.*
Rose of My Dreams *Dramatic serial*	Mon. thru Fri. 2:45–3:00 p.m. 159 CBS stations ORIGINATES: WCBS	

+Program or client added to network schedule since previous issue.

CBS SPONSORED PROGRAMS

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
METROPOLITAN LIFE INSURANCE CO. *(50th Week on CBS)* **Eric Sevareid and the News** *News* *(A CBS package program)*	Mon. thru Fri. 6:00–6:15 p.m. 25 CBS stations ORIGINATES: WCBS AND WTOP	Institutional *Young & Rubicam, Inc.*
+MILES LABORATORIES, INC. *(77th Week on CBS)* **Lum 'n' Abner** *Comedy* *(Begins September 29)*	Mon. thru Fri. 5:45–6:00 p.m. *Rebroadcast* *6:30–6:45 p.m.* 133 CBS stations ORIGINATES: KNX	Alka Seltzer *Wade Advertising Agency*
+OMNIBOOK CORPORATION *(4th Week on CBS)* **+Lee Adams** *Narrator*	Saturday 10:15–10:30 a.m. 29 CBS stations ORIGINATES: WBBM	Omnibook Magazine *Schwab & Beatty, Inc.*
PET MILK SALES CORPORATION *(721st Week on CBS)* **Saturday Night Serenade** Vic Damone, baritone; Hollace Shaw, soprano; Warren Sweeney, Gustave Haenschen's Orchestra and Chorus *Musical*	Saturday 10:00–10:30 p.m. 72 CBS stations ORIGINATES: WCBS	400-D Pet Milk *Gardner Advertising Company*
Mary Lee Taylor Home Economist *Talks*	Saturday 10:30–11:00 a.m. *Rebroadcast* *3:00–3:30 p.m.* 132 CBS stations ORIGINATES: KMOX	
PHILIP MORRIS & COMPANY LTD., INC. *(577th Week on CBS)* **Crime Doctor** *Mystery drama*	Sunday 8:30–8:55 p.m. *Rebroadcast* *11:00–11:25 p.m.* 147 CBS stations ORIGINATES: WCBS	Philip Morris Cigarettes *The Biow Co., Inc.*
It Pays To Be Ignorant *Variety*	Friday 10:00–10:30 p.m. 143 CBS stations ORIGINATES: WCBS	

+Program or client added to network schedule since previous issue

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
PILLSBURY MILLS, INC. *(469th Week on CBS)*	Saturday 1:00–1:30 p.m. 132 CBS stations ORIGINATES: WCBS	Pillsbury Flour Products *McCann-Erickson, Inc.*
Grand Central Station *Drama*		
THE PROCTER & GAMBLE CO. *(673rd Week on CBS)*	Mon. thru Fri. 1:00–1:15 p.m. 68 CBS stations 19 CBC stations ORIGINATES: WCBS	Ivory Soap *Compton Advertising, Inc.*
Big Sister *Serial drama*		
F.B.I. in Peace and War *Drama*	Friday 9:30–10:00 p.m. 81 CBS stations ORIGINATES: WCBS	Lava Soap *The Biow Co., Inc.*
The Guiding Light *Serial drama*	Mon. thru Fri. 1:45–2:00 p.m. 78 CBS stations ORIGINATES: KNX	Duz *Compton Advertising, Inc.*
The Jack Smith Show *Songs*	Mon. thru Fri. 7:15–7:30 p.m. *Rebroadcast* *11:15–11:30 p.m.* 79 CBS stations 22 CBC stations ORIGINATES: WCBS	Oxydol *Dancer-Fitzgerald-Sample, Inc.*
Lowell Thomas *News*	Mon. thru Fri. 11:00–11:15 p.m. 32 CBS stations *(Beginning Sept. 29, Mon. thru Fri.* *6:45–7:00 p.m.* *Rebroadcast* *11:00–11:15 p.m.)* 63 CBS stations ORIGINATES: WCBS	Ivory Soap *Compton Advertising, Inc.*
Ma Perkins *Serial drama*	Mon. thru Fri. 1:15–1:30 p.m. 77 CBS stations ORIGINATES: WCBS	Oxydol *Dancer-Fitzgerald-Sample, Inc.*
Mystery of the Week *Drama*	Mon. thru Fri. 7:00–7:15 p.m. 48 CBS stations ORIGINATES: WCBS	Dreft *Dancer-Fitzgerald-Sample, Inc.*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
THE PROCTER & GAMBLE CO. *(Continued)*		
Perry Mason *Serial drama*	Mon. thru Fri. 2:15–2:30 p.m. 84 CBS stations ORIGINATES: WCBS	Spic & Span, Ivory Flakes *Dancer-Fitzgerald-Sample, Inc.* *Compton Advertising, Inc.*
Rosemary *Serial drama*	Mon. thru Fri. 11:45–12:00 noon *Rebroadcast 4:00–4:15 p.m.* 69 CBS stations ORIGINATES: WCBS	Ivory Snow *Benton & Bowles, Inc.*
Young Dr. Malone *Serial drama*	Mon. thru Fri. 1:30–1:45 p.m. 46 CBS stations ORIGINATES: WCBS	Crisco, Dreft *Compton Advertising, Inc.* *Dancer-Fitzgerald-Sample, Inc.*
PRUDENTIAL INSURANCE COMPANY OF AMERICA *(432nd Week on CBS)*		
Prudential Family Hour with Rise Stevens, guest stars, and Al Goodman's Orchestra and Chorus *Musical variety*	Sunday 5:00–5:30 p.m. 153 CBS stations ORIGINATES: WCBS	Prudential Insurance Services *Benton & Bowles, Inc.*
R. J. REYNOLDS TOBACCO COMPANY *(737th Week on CBS)*		
Screen Guild Players *Drama (Begins October 6)*	Monday 10:30–11:00 p.m. 154 CBS stations ORIGINATES: WCBS	Camel Cigarettes *William Esty & Co., Inc.*
Vaughn Monroe Show *Musical*	Saturday 9:30–10:00 p.m. *Rebroadcast 12:30–1:00 a.m.* 156 CBS stations ORIGINATES: WCBS	

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
ROMA WINE CO., INC. *(250th Week on CBS)* **Suspense** *Mystery drama* *(A CBS package program)*	Thursday 8:00–8:30 p.m. *Rebroadcast* *12 mid.–12:30 a.m.* 87 CBS stations ORIGINATES: KNX	Roma Wines *The Biow Co., Inc.*
W. A. SHEAFFER PEN COMPANY *(36th Week on CBS)* **Adventurers' Club** *Dramatic*	Saturday 11:30–12 noon *Rebroadcast* *2:30–3:00 p.m.* 156 CBS stations ORIGINATES: WBBM	Pens, Pencils, Skrip, Leads *Russel M. Seeds Co., Inc.*
THE TEXAS COMPANY *(537th Week on CBS)* **The Tony Martin Show** *Variety*	Sunday 9:30–10:00 p.m. 159 CBS stations 31 CBC stations ORIGINATES: KNX	Texaco Products *Kudner Agency, Inc.*
THE TONI COMPANY *(63rd Week on CBS)* **Give and Take** *Audience participation* *(A CBS package program)*	Saturday 2:00–2:30 p.m. 160 CBS stations ORIGINATES: WCBS	Toni Home Permanent Wave *Foote, Cone & Belding*
WM. R. WARNER & CO., INC. *(192nd Week on CBS)* **Jean Sablon** *Songs*	Sunday 5:30–5:45 p.m. 79 CBS stations ORIGINATES: WCBS	Richard Hudnut Beauty Preparations *Kenyon & Eckhardt, Inc.*
WHITEHALL PHARMACAL COMPANY *(69th Week on CBS)* **Mr. Keen, Tracer of Lost Persons** *Mystery drama*	Thursday 8:30–8:55 p.m. *Rebroadcast* *11:30–11:55 p.m.* 116 CBS stations ORIGINATES: WCBS	Kolynos *Dancer-Fitzgerald-Sample, Inc.*
WILDROOT CO., INC. *(103rd Week on CBS)* **The Adventures of Sam Spade** *Mystery drama*	Sunday 8:00–8:30 p.m. *Rebroadcast* *1:00–1:30 a.m.* 159 CBS stations ORIGINATES: KNX	Wildroot Cream Oil *Batten, Barton, Durstine & Osborn, Inc.*

COLUMBIA PACIFIC NETWORK

SPONSORED PROGRAMS

(All times are Pacific Standard time)

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
WM. WRIGLEY, JR., COMPANY *(795th Week on CBS)* **Gene Autry Show** *Musical*	Sunday 7:00–7:30 p.m. 153 CBS stations ORIGINATES: KNX	Wrigley's Chewing Gum *Ruthrauff & Ryan, Inc*
BARRON-GRAY PACKING CO. *(100th Week on CBS)* **Ona Munson in Hollywood** *Hollywood gossip*	Sunday 8:55–9:00 p.m. ORIGINATES: KNX	Here's Health Vegetable Juice *Long Advertising Service*
BEKINS VAN AND STORAGE CO. *(312th Week on CBS)* **Harry W. Flannery** *News analysis*	Mon., Wed., Fri. 5:30–5:45 p.m. ORIGINATES: KNX	Moving and Storage *Brooks Advertising Agency*
CALIFORNIA PRUNE & APRICOT GROWERS' ASSN. *(234th Week on CBS)* **Surprise Theater** with Knox Manning *Narrations*	Sunday 7:25–7:30 p.m. ORIGINATES: KNX	Sunsweet Tenderized Fruit *Long Advertising Service*
CHEMICALS, INC. *(156th Week on CBS)* **Meet The Missus** *Audience participation*	Thursday 1:30–1:45 p.m. ORIGINATES: KNX	Vano Household Chemic *Garfield & Guild*
"42" PRODUCTS, INC. *(143rd Week on CBS)* **Bob Garred** *News*	Tues., Thurs., Sat. 5:45–5:55 p.m. ORIGINATES: KNX	All Products *Brisacher, Van Norde & Staff*
W. P. FULLER & CO. *(7th Week on CBS)* **News**	Mon. thru Sat. 7:55–8:00 p.m. ORIGINATES: KNX	Paints *McCann-Erickson, In*

SPONSOR AND PROGRAM	TIME	PRODUCT AND AGENCY
LEVER BROTHERS COMPANY *(631st Week on CBS)* **The Saint** *Mystery drama*	Wednesday 9:00–9:30 p.m. ORIGINATES: KNX	Trim Hair Tonic *Foote, Cone & Belding*
LOS ANGELES SOAP COMPANY *(274th Week on CBS)* **Knox Manning** *News*	Mon. thru Fri. 12:15–12:30 p.m. *(Starting September 29, 12:30–12:45 p.m.)* ORIGINATES: KNX	All Products *Raymond R. Morgan Co.*
MILES LABORATORIES, INC. *(77th Week on CBS)* **Fred Beck** *General commentary*	Mon. thru Fri. 7:45–8:00 a.m. ORIGINATES: KNX	All Products *Wade Advertising Agency*
PETER PAUL, INC. *(373rd Week on CBS)* **Bob Garred** *News*	Mon., Wed., Fri. 5:45–5:55 p.m. and Tues., Thurs., Sat. 7:30–7:45 a.m. ORIGINATES: KNX	All Products *Brisacher, Van Norden & Staff*
PLANTERS NUT AND CHOCOLATE COMPANY *(159th Week on CBS)* **Harry W. Flannery** *News analysis*	Tues., Thurs., Sat. 5:30–5:45 p.m. ORIGINATES: KNX	All Products *Raymond R. Morgan Co.*
SIGNAL OIL COMPANY *(222nd Week on CBS)* **The Whistler** *Mystery drama*	Wednesday 8:00–8:30 p.m. *(Beginning September 28, 9:00–9:30 p.m.)* ORIGINATES: KNX	All Products *Barton A. Stebbins Advertising Agency*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
STUDEBAKER CORP. *(158th Week on CBS)* **Bob Garred** *News*	Mon., Wed., Fri. 7:30–7:45 a.m. ORIGINATES: KNX	Motor Cars *Roche, Williams & Cleary, Inc.*
SUNNYVALE PACKING CO. *(56th Week on CBS)* **Meet The Missus** *Audience participation*	Mon., Wed., Fri. 1:45–2:00 p.m. ORIGINATES: KNX	Rancho Soups *Ruthrauff & Ryan, Inc*
THE TONI COMPANY *(63rd Week on CBS)* **Meet The Missus** *Audience participation* *(Ends September 26)*	Tuesday 1:45–2:00 p.m. ORIGINATES: KNX	Toni Home Permanent Wave *Foote, Cone & Belding*

CBS SUSTAINING PROGRAMS

are chosen because they are *timely, exciting* and *balanced.* These three standards of selection produce a diverse, flexible program schedule, carefully designed to win and retain the interest of millions of listeners. To maintain its flexibility—to continue to present the most highly contemporary and most stimulating sustaining programs on the air—Columbia finds it necessary from time to time to alter some details in its schedule. These day-to-day and even hour-to-hour changes are reported, when possible, in local newspaper radio listings.

For your convenience, the Columbia sustaining programs listed on the following pages are grouped in these classifications:

NEWS BROADCASTS . . . . . *Page 20*

CURRENT AFFAIRS . . . . . *Page 21*

SERIOUS MUSIC . . . . . *Page 22*

LIGHT MUSIC . . . . . *Page 23*

COMEDY—DRAMA . . . . . *Page 24*

LIGHT ENTERTAINMENT . . . . . *Page 25*

EDUCATIONAL PROGRAMS . . . . . *Page 26*

RELIGIOUS BROADCASTS . . . . . *Page 27*

CBS SHORTWAVE BROADCASTS . . . . . *Page 27*

SPECIAL BROADCASTS: SUMMER, 1947 . . . . . *Page 28*

PROGRAM AND TIME	DESCRIPTION
News Broadcasts *(with international pickups)* 8:00–8:15 a.m. MONDAY THRU SATURDAY 9:00–9:15 a.m. SUNDAY	Columbia's reporters in foreign capitals, in New York and in Washington cover the vast panorama of economic and political peace developments. Correspondents include Howard K. Smith and Allan Jackson from London, David Schoenbrun from Paris, George Polk from Cairo, Stephen Laird from Berlin, Lionel Shapiro from Rome, Bill Costello from Tokyo. *(A cooperative program available for additional local sponsorship.)*
News Broadcasts 9:00–9:15 a.m. MONDAY THRU SATURDAY	A summary of the latest news delivered by Harry Clark. *(A cooperative program available for additional local sponsorship.)*
4:25–4:30 p.m. MONDAY THRU FRIDAY	A brief summary of the latest happenings at home and abroad from the CBS News Room.
6:00–6:15 p.m. EACH SATURDAY	Straight, hard news of the world delivered from the U.S. capital by Bill Shadel, of the CBS Washington news staff.
6:45–7:00 p.m. EACH SATURDAY	A review of the day's news compiled and broadcast by Larry Lesueur of the CBS news staff.
11:00–11:10 p.m. SUNDAY THRU SATURDAY	A news summary by Charles Collingwood Monday through Friday and by Ned Calmer Saturday and Sunday. *(A cooperative program available for additional local sponsorship.)*
News Analyses 11:10–11:15 p.m. MONDAY THRU SUNDAY	An analysis of the news by Winston Burdett Monday through Friday. On Saturday and Sunday, an analysis by Quincy Howe. *(A cooperative program available for additional local sponsorship.)*
Howard K. Smith From London 1:45–2:00 p.m. EACH SUNDAY *Beginning October 12, during intermission time of N. Y. Philharmonic-Symphony broadcasts, Sunday 3:00–4:30 p.m.*	An analysis of the week's international news as viewed from London by the Chief of CBS European news staff.
Joseph C. Harsch 5:45–6:00 p.m. EACH SUNDAY	A weekly review and analysis of the news by a veteran CBS correspondent.

PROGRAM AND TIME	DESCRIPTION
Red Barber—Sports 6:30–6:45 p.m. MONDAY THRU FRIDAY	Columbia's director of sports reviews the day's events, interviews sports stars, and from time to time calls in special reporters across the nation. (Eastern time zone only.) *(A cooperative program available for additional local sponsorship.)*
As Others See Us 12:30–1:00 p.m. EACH SUNDAY	Larry Lesueur with a report on what other nations say editorially in print and by radio about the United States. Reports come from CBS correspondents in all parts of the globe.
In My Opinion 6:15–6:30 p.m. MONDAY AND THURSDAY	A series in which authors, columnists, and leaders in many fields express personal views on a wide variety of topics of current interest.
People's Platform 1:00–1:30 p.m. EACH SUNDAY	Provocative issues of the day informally debated by two or more speakers who stress their opposing views, but seek also a common meeting ground.
Report from Overseas 11:15–11:30 p.m. EACH WEDNESDAY	Each week a CBS foreign correspondent reports from an overseas news center currently of world interest.
Report from the UN 6:15–6:30 p.m. EACH FRIDAY	Larry Lesueur sums up the week's developments at UN meetings in New York.
Report from Washington 11:15–11:30 p.m. EACH SUNDAY	A summary of the week on Capitol Hill sketched in against the broader background of current national questions.
Saturday Sports Review 6:30–6:45 p.m. EACH SATURDAY	Top sports reporters highlight one major event of the day and summarize all others.
Talks 6:15–6:30 p.m. EACH WEDNESDAY	Authoritative viewpoints by people who figure prominently in the events of the day.

	PROGRAM AND TIME	DESCRIPTION
CURRENT AFFAIRS *Continued*	**Word from the Country** 6:15–6:30 p.m. EACH SATURDAY	A weekly spot-check of regional news, editorial opinion, and feature stories from various cities across the nation.
SERIOUS MUSIC	**E. Power Biggs, Organist** 9:15–9:45 a.m. EACH SUNDAY	Playing in the Germanic Museum at Harvard University, he is joined by members of the Boston Symphony Orchestra to perform works for organ and various instrumental combinations.
	CBS Symphony Orchestra 3:00–4:30 p.m. EACH SUNDAY *(Ends October 5)*	An hour and a half of fine symphonic music directed by Bernard Herrmann and noted guest soloists.
	New York Philharmonic-Symphony 3:00–4:30 p.m. EACH SUNDAY *(Begins October 12)*	Bruno Walter and distinguished guest conductors lead America's oldest symphony orchestra in its 18th consecutive season on CBS.
	Eileen Farrell 10:30–11:00 p.m. EACH FRIDAY *(Each Wednesday, 11:30–12:00 midnight, beginning October 8)*	The young American singer, Eileen Farrell, accompanied by Alfredo Antonini and the Columbia Concert Orchestra. Her repertoire includes well-known concert songs and operatic arias.
	Invitation to Music 11:30–12:00 midnight EACH WEDNESDAY *(Each Sunday beginning October 12)*	The CBS Symphony Orchestra gives emphasis to comparatively unfamiliar but important works of the great composers.
	Johnson Family Singers 9:45–10:00 a.m. EACH SUNDAY	Folk songs, hymns, and hillbilly ballads sung by the mixed voices of a Southern farm family of six. From Charlotte, N.C.

PROGRAM AND TIME	DESCRIPTION	
Salt Lake Tabernacle Choir and Organ 11:30–12:00 noon EACH SUNDAY	J. Spencer Cornwall, assisted by Richard P. Condie, conducts the Tabernacle Choir. Organists are Alexander Schreiner and Dr. Frank Asper. The "Spoken Word" is by Richard Evans.	SERIOUS MUSIC
Bob Reid Sings 2:30–2:45 p.m. EACH SUNDAY	New CBS singing discovery in a program of popular ballads, accompanied by Howard Smith's orchestra.	LIGHT MUSIC
Carolina Calling 8:30–9:00 a.m. EACH SUNDAY	Musical variety program with a Southern accent, featuring hillbilly tunes, traditional spirituals, and folksongs of the Carolinas. Emcee Grady Cole's cast includes the "Briarhoppers," Fred Kirby, the Johnson Family Singers and Harry Blair with the White Quartet. From Charlotte.	
Dance Orchestra VARIOUS HOURS	Every night — and often during the day — Columbia broadcasts the music of the ranking dance orchestras from all over the country. Throughout the week CBS audiences can hear: TEX BENEKE FRANKIE CARLE XAVIER CUGAT JIMMY DORSEY SKINNAY ENNIS SHEP FIELDS CHUCK FOSTER GLEN GRAY RAY HEATHERTON ELLIOT LAWRENCE RAY McKINLEY VAUGHN MONROE TONY PASTOR CLAUDE THORNHILL ORRIN TUCKER JERRY WALD TED WEEMS LAWRENCE WELK	
Three Steps To Rhythm 8:45–9:00 a.m. MONDAY THRU FRIDAY	Popular tunes of the day by three instrumentalists playing piano, guitar and bass fiddle. From Cincinnati.	
Treasury Bandstand 5:30–6:00 p.m. MONDAY THRU FRIDAY	Popular dance bands of the day presented in behalf of the United States Treasury Department's continuing Savings Bond Drive.	

	DAY AND TIME	DESCRIPTION
LIGHT MUSIC *Continued*	**Trumpeteers** 8:15–8:30 a.m. EACH SUNDAY 8:30–8:45 a.m. MONDAY THRU FRIDAY	Noted Negro quartet in a program of spirituals and folk songs. From Baltimore.
COMEDY-DRAMA	**The Abe Burrows Show** 10:30–10:45 p.m. EACH SATURDAY	Noted radio comedy writer in a series of original piano-and-song recitals satirizing the various types of tunes produced by Tin Pan Alley.
	Bill Goodwin Show 9:00–9:30 p.m. EACH SATURDAY	The accomplished radio emcee-comedian in a new role: as an eager beaver determined to help his community but thwarted at every turn.
	CBS Is There 10:30–11:00 p.m. EACH TUESDAY *(Begins October 21)*	CBS newsman John Daly and a cast of top flight radio actors enact great historic moments as though they were actually happening today and being reported on the air.
	Doorway to Life 10:30–11:00 p.m. EACH WEDNESDAY *(Beginning October 5, each Sunday, 1:30–2:00 p.m.)*	Problems in child psychology presented as dramatized episodes based on actual case histories. Supervised by a board of prominent child psychologists and educators. William N. Robson directs.
	Escape 10:30–11:00 p.m. EACH WEDNESDAY *(Begins October 1)*	Escape stories from the world of fantasy directed by William N. Robson, with veteran casts of stage, screen, and radio actors.
	Hawk Larabee 7:00–7:30 p.m. EACH SATURDAY	The colorful adventures of a range rider in the setting of a Western ghost-town. Elliott Lewis plays the central role. *(A cooperative program available for additional local sponsorship.)*
	Robert Q. Lewis Little Show 8:00–8:30 p.m. EACH SATURDAY *(Beginning October 5, each Sunday, 2:00–2:30 p.m.)*	New comedy-variety show starring Robert Q. Lewis. In search of a sponsor he presents the Movie of the Week, the Song of the Week, the Etiquette Question of the Week, etc. Produced by Goodman Ace.

PROGRAM AND TIME	DESCRIPTION	
Studio One 9:30–10:30 p.m. EACH TUESDAY	Full-hour radio dramas adapted from the world's plays and novels, performed by top-flight New York casts and directed by the young Canadian writer-director, Fletcher Markle.	COMEDY-DRAMA
Sweeney & March 8:30–8:55 p.m. EACH SATURDAY	The two young CBS comedians, Bob Sweeney and Hal March, in their satires on everyday life, and on themselves.	
House Party 5:00–5:30 p.m. MONDAY THRU FRIDAY *(Beginning September 29, 3:30–4:00 p.m. Monday thru Friday, as a cooperative program available for additional local sponsorship.)*	Art Linkletter's rollicking audience participation show. Last year his studio audience alone came to 100,000 people and he figures he interviewed about 2900 of them.	LIGHT ENTERTAINMENT
Look Your Best 10:00–10:30 a.m. MONDAY THRU FRIDAY	Hollywood make-up artist Richard Willis talks over clothes and beauty problems with women from the studio audience and passes on tips to radio listeners.	
Oklahoma Round-Up 9:15–10:00 a.m. MONDAY THRU FRIDAY 11:15 p.m.–12:00 mid. EACH SATURDAY	Songs, humor, and folklore of the Southwest in a variety program written and presided over by Hiram Higsby. From Oklahoma City.	
Sound Off With Mark Warnow 7:30–8:00 p.m. EACH SATURDAY	Musical series featuring Mark Warnow and his orchestra. Dramatic vignettes based on the peacetime accomplishments of the U.S. Army. A joint CBS-U.S. Army Recruiting Service production.	

	PROGRAM AND TIME	DESCRIPTION
LIGHT ENTERTAINMENT *(Continued)*	**Strike It Rich** 10:30–11:00 p.m. EACH SUNDAY *(Beginning November 2, sponsored by Luden's, Inc.)*	Contestants from the studio audience are given working capital ($25) to invest (and which they may pyramid 400%) in their ability to answer questions in a new type of human interest quiz show, with Todd Russell as M.C.
	Winner Take All 3:30–4:00 p.m. MONDAY THRU FRIDAY *(Beginning September 29, 4:30–5:00 p.m. Monday thru Friday, as a cooperatively sponsored program.)*	Audience participation quiz program that allows a successful contestant to stay on the show indefinitely, as long as he can produce the answers. Bill Cullen is M.C. *(A cooperative program available for additional local sponsorship.)*
EDUCATIONAL PROGRAMS	**Columbia's American School of the Air** 5:00–5:30 p.m. MONDAY—Liberty Road TUESDAY—Tales of Adventure WEDNESDAY—March of Science THURSDAY—Gateways to Music FRIDAY—Opinion Please *(Begins October 6)*	Columbia's notable education series, planned to supplement school work and encourage joint child-and-parent listening. Leading educational organizations guide the development of its programs on history, music, science, literature and current problems. Now in its 18th year.
	Frontiers of Science 6:15–6:30 p.m. EACH TUESDAY	Science news of the world, and its economic and political implications, by Quincy Howe.
	Garden Gate 10:00–10:15 a.m. EACH SATURDAY	From WLAC, Nashville, horticultural expert Tom Williams talks about gardens, answers hard questions from listeners, and awards a weekly "Order of the Green Thumb" prize.
	Invitation to Learning 12:00 noon–12:30 p.m. EACH SUNDAY	Distinguished scholars, authors and critics meet informally on this series to discuss the outstanding classics of world literature. Lyman Bryson is permanent chairman.

PROGRAM AND TIME	DESCRIPTION
Church of the Air 10:00–10:30 a.m. 10:30–11:00 a.m. EACH SUNDAY	In its 17th consecutive year, the pulpit of Columbia's *Church of the Air* continues to be impartially available, twice each Sunday, to America's religious faiths.
Wings Over Jordan 11:05–11:30 a.m. EACH SUNDAY	The renowned twenty-voice choir sings spirituals and gospel songs. The Rev. Glynn T. Settle conducts the responsive Bible reading and gives a brief inspirational message.
News, News Features and Entertainment Beamed to The Network of the Americas In: SPANISH PORTUGUESE ENGLISH	During the evening hours Columbia programs are beamed to all Latin America in Spanish, Portuguese and English. News, cultural and sports features are emphasized; musical and dramatic shows, many of which are rebroadcast on standard wave by Columbia's 124 affiliated stations in Latin America, round out the entertainment schedule.
News, News Features and Entertainment Beamed Overseas In: ENGLISH FRENCH ITALIAN GERMAN DUTCH ANNAMESE SIAMESE MALAYAN	News and news features in the principal languages occupy the major portion of the CBS program schedule beamed to Europe, Africa, the Near East and Asia. The European schedule includes entertainment and cultural programs produced in English for English-speaking listeners and U.S. military and government personnel abroad, as well as daily programs of American music broadcast in French, Italian and German. During the war, CBS built and has since been operating at Delano, California, two 50 kw. transmitters (KCBA and KCBF) and also a giant 200 kw. transmitter (KCBR), all equipped with a system of highly directional antennas which can be beamed either westward or southward. These transmitters provide a West Coast base for news and information programs in the Oriental Languages as well as programs for French, Dutch and English-speaking listeners throughout the Far East.

RELIGIOUS BROADCASTS

SPECIAL CBS SHORTWAVE BROADCASTS TO LATIN AMERICA

CBS transmits on
WCBX, New York
WCRC, New York
WCBN, New York
WCDA, New York
KCBR, California

SPECIAL CBS SHORTWAVE BROADCASTS TO EUROPE AND THE EAST

CBS transmits on
WCBX, New York
WCRC, New York
WCBN, New York
WCDA, New York
WOOC, New York
WOOW, New York
KCBA, California
KCBF, California
KCBR, California

SPECIAL BROADCASTS: SUMMER, 1947

Listed here are a representative group of special CBS broadcasts under two general categories:

1. Sustaining broadcasts of distinctive program value.
2. Programs of public significance arranged by the CBS Talks Department.

These broadcasts are scheduled on a week to week, day to day, and even, on occasion, hour to hour basis. This flexibility helps to sharpen the broadcasts from the point of view of public service and timeliness.

NOTABLE BROADCASTS:

JULY 26. This was the day historians at the Library of Congress opened the famous Robert Todd Lincoln Collection of Abraham Lincoln's private papers. As the first of two reports on the significance of this new historical material, CBS presented a special documentary program titled *New Light on Lincoln* (3:30-4:00 p.m. EDT). By wire recording, listeners heard the unsealing ceremonies which had taken place fifteen hours before, at midnight. Then, from four distinguished historians, they heard preliminary appraisals of the value of the new material. Finally, through the voice of Carl Sandburg, they shared in a noteworthy discovery, an eloquent Lincoln letter on the responsibilities of public office.

The second CBS program on the Lincoln papers is scheduled for mid-September.

AUGUST 1. On this 40th anniversary of the Army Air Forces, CBS presented a special dramatic program, *The Sky's the Limit* (10:30-11:00 p.m. EDT). An original script by Vincent McConnor spanned aviation's 40 years, from the first plane sold by the Wright Brothers to the Army in 1908 to today's experimental XS-1, the latest embodiment of man's resolve to outrun the speed of sound.

AUGUST 14. Exactly two years after the end of World War II, the CBS Documentary Unit addressed to America's millions of veterans a vivid, hour-long report on the present lives of the people they met on the way to victory, *We Went Back* (10-11 p.m. EDT). To prepare this dramatic synthesis of postwar conditions in Europe and the Pacific, three teams of CBS correspondents traveled 50,000 miles and amassed two million words of testimony in diaries and wire-recorded interviews. Their four months of global newsgathering was compressed into one hour of radio. Against a backdrop of nostalgic music and recorded voices veterans and their families heard narrator (and ex-Navy Commander) Robert Montgomery tell about the hopes and fears and hungers that now dominate the people who two years ago were enemies and allies.

FORUMS:

JUNE 22. REPRESENTATIVE RALPH W. GWINN New York, and MRS. EUGENE MEYER, of the *Washington Post*, debated the question "Is Federal Aid to Education Necessary?": 1:00-1:30 p.m. EDT.

JUNE 24. PAUL R. HERZOG, Chairman of the NLRB, SENATOR GEORGE D. AIKEN, Vermont

Raymond S. Smethurst, General Counsel of the NAM, and Lee Pressman, General Counsel of the CIO, speculated on "What Will Be the Effect of the New Labor Law?": 10:30-11:00 p.m. EDT.

June 29. T. V. Smith, Professor of Philosophy at the University of Chicago, Carl Van Doren, biographer of Benjamin Franklin, and Norman H. Pearson, Director of Undergraduate Studies at Yale, discussed *Poor Richard's Almanac*: 12:00-12:30 p.m. EDT.

July 1. Senator Styles Bridges, New Hampshire, and Senator J. William Fulbright, Arkansas, gave their views on "Can the U. S. Afford Large Scale Reconstruction Aid to Europe?": 10:30-11:00 p.m. EDT.

July 8. Representative Prince H. Preston, Georgia, and Joseph R. Farrington, Territory of Hawaii delegate to Congress, considered "Should Hawaii Be Granted Statehood?": 10:30-11:00 p.m. EDT.

July 13. George D. Bradley, Director of the Commodity Credit Corporation, Edna Brinkman, Illinois Federation of Women's Clubs, Norman Draper, American Meat Packers Association, and Scott Ellis, a farmer, looked into the problem "Why Are Food Prices So High?": 1:00-1:30 p.m. EDT.

July 20. Senator Claude Pepper, Florida, Representative Hale Boggs, Louisiana, and Isador Lubin, U. S. member of the U.N.'s Economic and Employment Commission, examined the possibility of "A United States of Europe?": 1:00-1:30 p.m. EDT.

July 21. Arthur Garfield Hayes, general counsel for the American Civil Liberties Union, and Messmore Kendall, president of the Bill of Rights Society, discussed "Should Government Office Holders Be Tested for Loyalty?": 6:15-6:30 p.m. EDT.

July 27. J. Frederick Dewhurst, economist, Twentieth Century Fund, Kenneth Galbraith, editorial staff, *Fortune*, and Ralph Robey, economist for the National Association of Manufacturers, asked one another "Is This Prosperity?": 1:00-1:30 p.m. EDT.

July 28. Allen Barth, editorial writer, *Washington Post*, and Warren B. Francis, Washington correspondent, *Los Angeles Times*, discussed the question "Has the 80th Congress Done a Good Job?": 6:15-6:30 p.m. EDT.

August 7. James L. Fly, former chairman of the FCC, and Ernest K. Lindley, Washington editor of *Newsweek*, argued the point "Are Congressional Investigations in the Public Interest?": 6:15-6:30 p.m. EDT.

August 17. Stanley High, roving editor, *Reader's Digest*, and James S. Martin, former American Military Government attorney, examined the problem "Should German Industry Be Revived Now?": 1:00-1:30 p.m. EDT.

August 18. Henry Reed Bowen, of the New Jersey Council of Churches, and Francis X. Fahy, attorney, debated "Should Gambling Be Legalized?": 6:15-6:30 p.m. EDT.

August 28. Robert Thompson, New York State Chairman of the Communist Party, and Eugene Lyons, writer and lecturer, matched views on the question "What Do the Communists Really Want?": 6:15-6:30 p.m. EDT.

August 31. Eugene V. Rostow, Professor of Law at Yale, and Leo Wolman, Professor of Economics at Columbia, considered the question "Where Is Organized Labor Heading?": 1:00-1:30 p.m. EDT.

TALKS:

JUNE 13. BRIGADIER GENERAL ROBERT A. MCCLURE, just returned from his post as director of the Information Control Division, AMG, Germany, spoke on the prospects for democracy in Germany: 8:15-8:30 p.m. EDT.

JUNE 22. HENRY A. WALLACE, editor of the *New Republic*, ending a lecture tour of the nation, reported his "Observations of American Reaction to the Truman Doctrine": 1:30-1:45 p.m. EDT.

JUNE 25. CHARLES PERGLER, U. S. legal advisor to the military government in Korea, spoke on "Korea's Present and Future": 6:15-6:30 p.m. EDT.

JUNE 25. JOSEPHUS DANIELS spoke from Warm Springs, Ga., at the formal presentation of the late President Roosevelt's Little White House to the State of Georgia for safekeeping as an historic site: 3:15-3:30 p.m. EDT.

JULY 2. JAMES P. WARBURG, economist and author, examined "The Marshall Plan": 6:15-6:30 p.m. EDT.

JULY 9. DWIGHT P. GRISWOLD, chief of the American mission for aid to Greece, delivered his first radio report on a tour of the Greek peninsula: 6:15-6:30 p.m. EDT.

JULY 15. EARL BUNTING, president of the National Association of Manufacturers, appraised current industrial production and prices, and discussed the future outlook for business: 11:15-11:30 p.m. EDT.

JULY 16. CLINTON P. ANDERSON, Secretary of Agriculture, just returned from a Paris conference on international food requirements, told of a world plan for increasing and sharing the production of grains during the next four years: 6:15-6:30 p.m. EDT.

JULY 20. H. F. ARTHUR SCHOENFELD, former U. S. Minister to Hungary, delivered his first radio report on political and economic conditions in Central Europe: 1:30-1:45 p.m. EDT.

JULY 30. CLARK M. EICHELBERGER, director of the American Association for the United Nations, announced the Association's statement of policy: 6:15-6:30 p.m. EDT.

JULY 31. ROBERT A. TAFT, Republican senator, gave his views on the accomplishments of the 80th Congress: 11:15-11:45 p.m. EDT.

AUGUST 1. GENERAL CARL SPAATZ, commanding the Army Air Forces on its 40th anniversary, advanced the argument that "Air Power Is Peace Power": 11:15-11:25 p.m. EDT.

AUGUST 8. MARK ETHRIDGE, U.S. member of the U.N. Security Council's inquiry commission on Greek border troubles, discussed "The Balkan Situation": 11:15-11:30 p.m. EDT.

AUGUST 13. SENATOR JOSEPH C. O'MAHONEY, Wyoming, offered his views on "Why Are Taxes So High?": 6:15-6:30 p.m. EDT.

AUGUST 20. SECRETARY OF STATE GEORGE C. MARSHALL, speaking before the Inter-American Defense Conference in Petropolis, Brazil, said that American economic help for Europe must precede aid for the Western Hemisphere: 3:30-3:40 p.m. EDT.

SEPTEMBER 1. DAVID A. MORSE, Under Secretary of Labor, urged labor leaders to develop policies that were consistent with the realities of world politics and economic conditions: 6:15-6:30 p.m. EDT.

CBS TELEVISION

With Greater New York television homes now numbering 50,000 and increasing every day, television advertisers are getting substantial proof of the sales impact of the medium. Television in 1947 offers advertisers (1) a fast-growing, upper income audience, (2) an early opportunity to develop effective sight-and-sound commercials, and (3) a prior claim to premium programs and time periods.

To provide these advantages at a practical price (and to capture a large and responsive viewing audience) CBS Television today stresses *actuality* programs: news, films, sports, public events and other remote programs especially built by the WCBS-TV Program Department. An impressive list of veteran advertisers on WCBS-TV apparently agree that actuality programs are the best buy in television today:

BULOVA WATCH COMPANY
(56th Week on WCBS-TV)

Sponsors time signals on Thursday, Saturday, and Sunday evenings, through The Biow Company.

ELGIN WATCH COMPANY
(65th Week)

Sponsors time signals Saturday and Sunday evenings, through J. Walter Thompson Co.

FORD MOTOR COMPANY
(51st Week)

Sponsors alternate home games of the Brooklyn Dodgers (baseball) and in the 1947-48 season will sponsor 35 Madison Square Garden sports events, through J. Walter Thompson Co.

GENERAL FOODS CORPORATION
(23rd Week)

Sponsors alternate home games of the Brooklyn Dodgers, through Benton & Bowles, Inc.

GULF OIL CORPORATION
(66th Week)

Sponsors television news by Douglas Edwards, 8:00–8:15 p.m., Thursdays, through Young & Rubicam, Inc.

HANNIEL FOOD PRODUCTS, INC.
(7th Week)

Sponsors time signals semi-weekly, before baseball and football games and Madison Square Garden sports events, through Raymond E. Nelson Agency.

NATIONAL BROADCASTING COMPANY, INC.
GENERAL LIBRARY
30 ROCKEFELLER PLAZA, NEW YORK, N. Y.

THE COLUMBIA BROADCASTING SYSTEM

Sales and administrative offices: 485 Madison Ave., New York 22 • 182 Tremont St., Boston 12
410 N. Michigan Ave., Chicago 11 • 902 Fisher Bldg., Detroit 2 • 401 South 12th Boulevard,
St. Louis 2 • 625 Second Avenue, South, Minneapolis 2 • 101 Marietta Street Bldg., Atlanta 3
Warner Building, Washington 4, D. C. • Columbia Square, Los Angeles 28 • Palace Hotel,
San Francisco 5 • 49 Hallam Street, W. 1, London, Eng. • Cable address, Columbia, New York

CBS PROGRAM BOOK · WINTER, 1947-48

JOAN DAVIS—brightest star
ever offered to a local sponsor
(See inside cover)

QUEEN OF COMEDY—*On December 10th a poll of 600 newspaper radio editors declared Joan Davis* the best comedienne on the air—*for the fifth straight year. This season Columbia has given her the added punch of scripts by Abe Burrows and made her available for local sponsorship. As the highest rated program ever offered on a co-operative basis, the* Joan Davis Show *is already at work for leading national, regional, and local advertisers—doing a network selling job in local areas. Some markets are still open. Maybe yours, or your clients'. The CBS Co-operative Program Division will be glad to tell you.*

WINTER, 1947-48

THE COLUMBIA PROGRAM BOOK

CBS SPONSORED PROGRAMS: page 4

CBS PACIFIC NETWORK SPONSORED PROGRAMS: page 16

CBS SUSTAINING PROGRAMS: page 19

Published quarterly for advertising executives by

THE COLUMBIA BROADCASTING SYSTEM

485 Madison Avenue, New York 22, N. Y.

December 15, 1947

COLUMBIA NETWORK CLIENTS

AUTOMOTIVE

DE SOTO-PLYMOUTH DEALERS:
De Soto and Plymouth Cars . . . . . Page 7

ELECTRIC AUTO-LITE CO.:
Spark Plugs, Batteries, Ignition Systems . Page 8

STUDEBAKER CORP.:
Motor Cars . . . . . Page 18

CIGARETTES & TOBACCO

LIGGETT & MEYERS TOBACCO COMPANY, INC.
Chesterfield Cigarettes . . . . . Page 11

P. LORILLARD COMPANY:
Old Gold Cigarettes . . . . . Page 11

PHILIP MORRIS & COMPANY, LTD., INC.:
Philip Morris Cigarettes . . . . . Page 12

R. J. REYNOLDS TOBACCO COMPANY:
Camel Cigarettes . . . . . Page 14

CONFECTIONS AND SOFT DRINKS

COCA-COLA COMPANY:
Coca-Cola . . . . . Page 6

CURTISS CANDY COMPANY:
Candy . . . . . Page 7

CHARLES E. HIRES CO.:
Hires Root Beer . . . . . Page 9

LUDEN'S, INC.
(See also Drugs)
Fifth Avenue Candy Bar . . . . . Page 11

PETER PAUL, INC.:
All Products . . . . . Page 17

WM. WRIGLEY JR., COMPANY
Chewing Gum . . . . . Page 15

DRUGS & TOILET GOODS

AMERICAN HOME PRODUCTS CORP.:
Anacin, Kolynos . . . . . Page 4

BAYER COMPANY:
Bayer Aspirin . . . . . Page 5

CAMPANA SALES COMPANY:
All Products . . . . . Page 5

CENTAUR DIVISION, STERLING DRUG INC.:
Ironized Yeast, Phillip's Milk of Magnesia Page 6

CHESEBROUGH MANUFACTURING COMPANY, CONSOLIDATED:
Vaseline Hair Tonic, Petroleum Jelly . . Page 6

COLGATE-PALMOLIVE-PEET COMPANY:
(See also Laundry Soaps & Household Supplies)
Colgate Tooth Powder, Halo Shampoo . . Page 7

EMERSON DRUG COMPANY:
Bromo-Seltzer . . . . . Page 8

"42" PRODUCTS, INC.:
All Products . . . . . Page 16

LAMBERT CO.:
Listerine Toothpaste . . . . . Page 10

LEVER BROTHERS COMPANY:
(See also Foods)
Lux Soap and Flakes, Swan Soap,
Trim Hair Tonic . . . . . Pages 10, 17

LUDEN'S, INC.:
Luden's Cough Drops . . . . . Page 11

MILES LABORATORIES, INC.:
All Products . . . . . Pages 12, 1

THE PROCTER & GAMBLE CO.:
(See also Laundry Soaps; Foods)
Ivory Soap, Lava Soap . . . . . Pages 13, 1

THE TONI COMPANY:
Toni Home Permanent Wave . . . . . Page 1

WHITEHALL PHARMACAL COMPANY:
Kolynos . . . . . Page 1

WILDROOT CO., INC.:
Wildroot Cream Oil . . . . . Page 1

FOODS & BEVERAGES

ARMOUR & COMPANY:
Armour Meats . . . . . Page

BALLARD & BALLARD CO.:
Ballard's Obelisk Flour . . . . . Page

BORDEN CO.:
All Products . . . . . Page

BOWEY'S, INC.
Dari-Rich Products . . . . . Page

CALIFORNIA PRUNE & APRICOT GROWERS' ASSN.:
Sunsweet Tenderized Fruits . . . . . Page 1

CAMPBELL SOUP COMPANY:
Campbell's Soups,
Franco-American Spaghetti . . . . . Pages 5, 6

CONTINENTAL BAKING CO. INC.:
Wonder Bread, Hostess Cake . . . . . Page 7

CREAM OF WHEAT CORP.:
Cream of Wheat Cereal . . . . . Page 7

GENERAL FOODS CORPORATION:
(See also Laundry Soaps)
Maxwell House Coffee, Sanka, Jell-O,
Jell-O Pudding . . . . . Pages 8, 9

LEVER BROTHERS COMPANY:
(See also Toilet Goods)
Spry . . . . . Page 10

THOMAS J. LIPTON, INC.:
Lipton's Tea, Lipton's Noodle Soup Mix . Page 11

PET MILK SALES CORPORATION:
400-D Pet Milk . . . . . Page 12

PILLSBURY MILLS, INC.:
Pillsbury Flour Products . . . . . Pages 12, 17

THE PROCTER & GAMBLE CO.:
(See also Toilet Goods; Laundry Soaps)
Crisco . . . . . Pages 13, 14

SUNNYVALE PACKING CO.:
Rancho Soups . . . . . Page 18

WASHINGTON STATE APPLE COMMISSION:
Apples . . . . . Page 18

LAUNDRY SOAPS AND HOUSEHOLD SUPPLIES

ARMOUR & COMPANY:
(See also Foods)
Chiffon Flakes . . . . . Page 4

B. T. BABBITT, INC.:
Bab-O . . . . . Page 4

CHEMICALS, INC.:
Vano Household Chemical . . . . . Page 16

COLGATE-PALMOLIVE-PEET CO.:
(See also Drugs & Toilet Goods)
Super Suds . . . . . Page 7

GENERAL FOODS CORPORATION:
(See also Foods)
La France, Satina . . . . . Pages 8, 9

LOS ANGELES SOAP COMPANY:
All Products . . . . . Page 17

MANHATTAN SOAP COMPANY, INC.:
Blu-White Flakes . . . . . Page 11

THE PROCTER & GAMBLE CO.:
(See also Toilet Goods; Foods)
Oxydol, Duz, Spic & Span, Dreft,
Ivory Snow, Ivory Flakes . . . . . Pages 13, 14

S.O.S. COMPANY:
Aluminum Cleanser . . . . . Page 17

LUBRICANTS

GULF OIL CORPORATION:
All Products . . . . . Page 9

SIGNAL OIL COMPANY:
All Products . . . . . Page 18

THE TEXAS COMPANY:
Texaco Products . . . . . Page 15

MISCELLANEOUS

ANCHOR-HOCKING GLASS CORP.:
Anchorglass and Fire King
Ovenglass Products . . . . . Page 4

ARMSTRONG CORK COMPANY:
Armstrong's Floor Coverings . . . . . Page 4

BEKINS VAN AND STORAGE CO.:
Moving and Storage . . . . . Page 16

ELECTRIC COMPANIES ADVERTISING PROGRAM:
Institutional . . . . . Page 8

FERRY-MORSE SEED COMPANY:
Seeds . . . . . Page 8

W. P. FULLER & CO.:
Paints . . . . . Page 16

GENERAL ELECTRIC COMPANY:
Appliances and Merchandise . . . . . Page 8

GENERAL MOTORS CORP.:
Frigidaires . . . . . Page 9

HALL BROS. INC.:
Hallmark Greeting Cards . . . . . Page 9

HOUSEHOLD FINANCE CORP.:
Personal Loans . . . . . Pages 10, 16

INTERNATIONAL SILVER COMPANY:
International Sterling and
1847 Rogers Bros. Silverplate . . . . . Page 10

JOHNS-MANVILLE CORPORATION:
Johns-Manville Insulating Materials . . Page 10

METROPOLITAN LIFE INSURANCE CO.:
Institutional . . . . . Page 12

PRUDENTIAL INSURANCE COMPANY OF AMERICA:
Prudential Insurance Services . . . . . Page 14

W. A. SHEAFFER PEN COMPANY:
Pens, Pencils, Skrip, Leads . . . . . Page 14

All time listed on the following pages is Eastern Standard Time unless otherwise indicated.

CBS SPONSORED PROGRAMS

"Weeks on CBS" as of Dec. 1, 1947

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
AMERICAN HOME PRODUCTS CORP. *(773rd Week on CBS)*		
Our Gal Sunday *Serial drama*	Mon. thru Fri. 12:45–1:00 p.m. 78 CBS stations ORIGINATES: WCBS	Anacin *Dancer-Fitzgerald-Sample, Inc.*
The Romance of Helen Trent *Serial drama*	Mon. thru Fri. 12:30–12:45 p.m. 77 CBS stations ORIGINATES: WCBS	Kolynos *Dancer-Fitzgerald-Sample, Inc.*
ANCHOR HOCKING GLASS CORP. *(204th Week on CBS)*		
Casey, Crime Photographer *Mystery drama (A CBS package program)*	Thursday 9:30–10:00 p.m. 144 CBS stations ORIGINATES: WCBS	Anchorglass, Fire King Ovenglass Products *William H. Weintraub & Co., Inc.*
ARMOUR & COMPANY *(158th Week on CBS)*		
Hint Hunt *Audience participation*	Mon. thru Fri. 4:00–4:25 p.m. *Rebroadcast 7:00–7:15 p.m.* 153 CBS stations ORIGINATES: WBBM	Chiffon Flakes, Armour Meats *Foote, Cone & Belding*
ARMSTRONG CORK COMPANY *(321st Week on CBS)*		
Armstrong's Theater of Today *Drama*	Saturday 12 noon–12:30 p.m. 159 CBS stations ORIGINATES: WCBS	Armstrong's Floor Coverings *Batten, Barton, Durst & Osborn, Inc.*
B. T. BABBITT, INC. *(139th Week on CBS)*		
David Harum *Serial drama*	Mon. thru Fri. 10:45–11:00 a.m. 54 CBS stations ORIGINATES: WCBS	Bab-O *Duane Jones Co., Inc*
BALLARD & BALLARD CO. *(251st Week on CBS)*		
Renfro Valley Folks *Variety*	Sat., Sun. 9:15–9:45 a.m. Thurs., Fri. 9:15–9:30 a.m. 27 CBS stations ORIGINATES: WHAS	Ballard's Obelisk Flour *Henri, Hurst & McDonald, Inc.*

SPONSOR AND PROGRAM	TIME	PRODUCT AND AGENCY
BAYER COMPANY *(633rd Week on CBS)* **American Melody Hour** with Bob Hannon, Evelyn MacGregor, Orchestra and Chorus *Musical variety*	Wednesday 8:00–8:30 p.m. 149 CBS stations ORIGINATES: WCBS	Bayer Aspirin *Dancer-Fitzgerald-Sample, Inc.*
BORDEN CO. *(177th Week on CBS)* **The Borden Program** with Mark Warnow's Orchestra and Chorus *Musical*	Friday 9:00–9:30 p.m. *Rebroadcast* *1:00–1:30 a.m.* 160 CBS stations ORIGINATES: KNX	All Products *Kenyon & Eckhardt, Inc.*
County Fair *Variety-quiz*	Saturday 1:30–2:00 p.m. 161 CBS stations ORIGINATES: WCBS	Borden's Instant Coffee *Kenyon & Eckhardt, Inc.*
BOWEY'S, INC. *(442nd Week on CBS)* **Stars Over Hollywood** with guest stars *Original drama*	Saturday 12:30–1:00 p.m. 52 CBS stations ORIGINATES: KNX	Dari-Rich Products *Sorensen & Company*
CAMPANA SALES COMPANY *(334th Week on CBS)* **First Nighter** *Drama*	Saturday 8:00–8:30 p.m. 57 CBS stations ORIGINATES: KNX	All Products *Wallace-Ferry-Hanly Co.*
CAMPBELL SOUP COMPANY *(676th Week on CBS)* **"Club 15"** with Bob Crosby, Margaret Whiting, Andrew Sisters and the Modernaires *Musical variety*	Mon. thru Fri. 7:30–7:45 p.m. *Rebroadcast* *12:30–12:45 a.m.* 150 CBS stations ORIGINATES: KNX	Campbell's Soups *Ward Wheelock Company*

Guest and Program	Time	Product and Agency
CAMPBELL SOUP COMPANY *(Continued)*		
Double or Nothing *Audience participation*	Mon. thru Fri. 3:00–3:30 p.m. 107 CBS stations ORIGINATES: KNX	Campbell's Soups *Ward Wheelock Company*
Meet Corliss Archer *Comedy*	Sunday 9:00–9:30 p.m. *Rebroadcast 12:30–1:00 a.m.* 146 CBS stations 30 CBC stations ORIGINATES: KNX	
†**The News Till Now** with Edward R. Murrow *News* *(A CBS package program)*	Mon. thru Fri. 7:45–8:00 p.m. *Rebroadcast 12:45–1:00 a.m.* 149 CBS stations ORIGINATES: WCBS	Franco-American Spaghetti *Ward Wheelock Company*
CENTAUR DIVISION STERLING DRUG INC. *(511th Week on CBS)*		
Big Town *Drama*	Tuesday 8:00–8:30 p.m. *Rebroadcast 12:00 mid.–12:30 a.m.* 147 CBS stations 22 CBC stations ORIGINATES: WCBS	Ironized Yeast, Phillips Milk of Magnesia *Pedlar & Ryan, Inc.*
CHESEBROUGH MANUFACTURING COMPANY, CONSOLIDATED *(472nd Week on CBS)*		
Dr. Christian with Jean Hersholt *Drama*	Wednesday 8:30–8:55 p.m. *Rebroadcast 11:30–11:55 p.m.* 156 CBS stations ORIGINATES: KNX	Vaseline Hair Tonic, Vaseline Petroleum Jelly *McCann-Erickson, Inc.*
THE COCA-COLA COMPANY *(291st Week on CBS)*		
The Pause That Refreshes on the Air with Percy Faith and his Orchestra *Musical*	Sunday 6:30–7:00 p.m. 162 CBS stations ORIGINATES: WCBS	Coca-Cola *D'Arcy Advertising Co. Inc.*
†**Spotlight Review** with Spike Jones, his City Slickers, Dorothy Shay and guest stars *Musical*	Friday 10:30–11:00 p.m. 150 CBS stations ORIGINATES: WBBM	

† [illegible]

SPONSOR AND PROGRAM	TIME	PRODUCT AND AGENCY
COLGATE-PALMOLIVE-PEET COMPANY *(620th Week on CBS)* **Mr. and Mrs. North** *Mystery drama*	Tuesday 8:30–8:55 p.m. *Rebroadcast* *11:30–11:55 p.m.* 148 CBS stations ORIGINATES: WCBS	Colgate Tooth Powder, Halo Shampoo *Sherman & Marquette, Inc.*
Blondie *Comedy*	Sunday 7:30–8:00 p.m. *Rebroadcast* *11:30–12:00 mid.* 147 CBS stations ORIGINATES: KNX	Super Suds *Wm. Esty & Co., Inc.*
CONTINENTAL BAKING CO., INC. *(671st Week on CBS)* **Grand Slam** with Irene Beasley *Audience participation*	Mon. thru Fri. 11:30–11:45 a.m. 47 CBS stations ORIGINATES: WCBS	Wonder Bread, Hostess Cake *Ted Bates, Inc.*
CREAM OF WHEAT CORP. *(387th Week on CBS)* **Let's Pretend** *Dramatized fairy tales* *(A CBS package program)*	Saturday 11:05–11:30 a.m. 146 CBS stations ORIGINATES: WCBS	Cream of Wheat Cereal *Batten, Barton, Durstine & Osborn, Inc.*
CURTISS CANDY COMPANY *(378th Week on CBS)* **News** with Warren Sweeney *(A CBS package program)*	Sat., Sun. 11:00–11:05 a.m. 146 CBS stations ORIGINATES: WCBS	Candy *C. L. Miller Company*
DE SOTO-PLYMOUTH DEALERS *(9th Week on CBS)* **Christopher Wells** *Drama*	Sunday 10:00–10:30 p.m. 160 CBS stations ORIGINATES: WCBS	De Soto and Plymouth Cars *Batten, Barton, Durstine & Osborn, Inc.*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
ELECTRIC AUTO-LITE CO. *(112th Week on CBS)* **The Dick Haymes Show** *Variety*	Thursday 9:00–9:30 p.m. 156 CBS stations 31 CBC stations ORIGINATES: KNX	Spark Plugs, Batteries, Ignition Systems *Ruthrauff & Ryan, Inc*
ELECTRIC COMPANIES ADVERTISING PROGRAM *(219th Week on CBS)* **Electric Hour** with Phil Spitalny's Orchestra *Musical*	Sunday 4:30–5:00 p.m. 154 CBS stations ORIGINATES: WCBS	Institutional *N. W. Ayer & Son, Inc*
EMERSON DRUG COMPANY *(369th Week on CBS)* **Inner Sanctum** *Mystery drama*	Monday 8:00–8:30 p.m. *Rebroadcast* *12 mid.–12:30 a.m.* 149 CBS stations ORIGINATES: WCBS	Bromo-Seltzer *Batten, Barton, Durstin & Osborn, Inc.*
+FERRY-MORSE SEED COMPANY *(118th Week on CBS)* **Garden Gate** *Talks* *(Begins January 17, 1948)*	Saturday 10:00–10:15 a.m. 161 CBS stations ORIGINATES: WLAC	Seeds *MacManus, John & Adams, Inc.*
GENERAL ELECTRIC COMPANY *(255th Week on CBS)* **House Party** *Audience participation*	Mon. thru Fri. 3:30–3:55 p.m. 163 CBS stations ORIGINATES: KNX	Appliances and Merchandise *Young & Rubicam, In*
GENERAL FOODS CORPORATION *(651st Week on CBS)* **The Adventures of the Thin Man** *Mystery drama*	Friday 8:30–8:55 p.m. *Rebroadcast* *11:30–11:55 p.m.* 146 CBS stations ORIGINATES: WCBS	Sanka, Instant Sanka *Young & Rubicam, Inc*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
GENERAL FOODS CORPORATION *(Continued)*		
The Baby Snooks Show *Comedy*	Friday 8:00–8:30 p.m. *Rebroadcast 12:00 mid.–12:30 a.m.* 148 CBS stations ORIGINATES: KNX	Jell-O, Jell-O Puddings *Young & Rubicam, Inc.*
The Second Mrs. Burton *Serial drama*	Mon. thru Fri. 2:00–2:15 p.m. 65 CBS stations ORIGINATES: WCBS	LaFrance, Satina *Young & Rubicam, Inc.*
Wendy Warren *Serial drama and news*	Mon. thru Fri. 12 noon–12:15 p.m. 145 CBS stations ORIGINATES: WCBS	Maxwell House Coffee, Maxwell House Instant Coffee *Benton & Bowles, Inc.*
GENERAL MOTORS CORP. *(122nd Week on CBS)*		
The Man Called X *Drama*	Sunday 8:30–8:55 p.m. *Rebroadcast 11:00–11:25 p.m.* 160 CBS stations ORIGINATES: KNX	Frigidaires *Foote, Cone & Belding*
GULF OIL CORPORATION *(715th Week on CBS)*		
We the People with Dwight Weist and Oscar Bradley's Orchestra *Real life experiences*	Tuesday 9:00–9:30 p.m. 119 CBS stations ORIGINATES: WCBS	All Products *Young & Rubicam, Inc.*
HALL BROS. INC. *(92nd Week on CBS)*		
Reader's Digest—Radio Edition *Drama*	Thursday 10:00–10:30 p.m. 157 CBS stations ORIGINATES: WCBS	"Hallmark" Greeting Cards *Foote, Cone & Belding*
CHARLES E. HIRES CO. *(44th Week on CBS)*		
Here's To You *Musical*	Sunday 2:45–3:00 p.m. 84 CBS stations ORIGINATES: WCBS	Hires Root Beer *N. W. Ayer & Son, Inc.*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
HOUSEHOLD FINANCE CORP. *(153rd Week on CBS)* **The Whistler** *Mystery drama* *(A CBS package program)*	Wednesday 10:00–10:30 p.m. 60 CBS stations 29 CBC stations ORIGINATES: KNX	Personal Loans *Le Vally, Inc.*
INTERNATIONAL SILVER COMPANY *(506th Week on CBS)* **Adventures of Ozzie and Harriet** *Comedy*	Sunday 6:00–6:30 p.m. 151 CBS stations 24 CBC stations ORIGINATES: KNX	International Sterling. 1847 Rogers Bros. Silverplate *Young & Rubicam, Inc*
JOHNS-MANVILLE CORPORATION *(332nd Week on CBS)* **Bill Henry** *News* *(A CBS package program)*	Mon. thru Fri. 8:55–9:00 p.m. 66 CBS stations ORIGINATES: WTOP and WCBS	Johns-Manville Insulatin Materials *J. Walter Thompson C.*
LAMBERT CO. *(250th Week on CBS)* **Abe Burrows** *Comedy* *(Begins January 3, 1948)* *(A CBS package program)*	Saturday 7:45–8:00 p.m. *Rebroadcast* *12 mid.–12:15 a.m.* 160 CBS stations ORIGINATES: KNX	Listerine Toothpaste *Lambert & Feasley, I*
LEVER BROTHERS COMPANY *(642nd Week on CBS)* **Lux Radio Theater** William Keighley, director. with famous stars and Lou Silvers' Orchestra *Drama*	Monday 9:00–10:00 p.m. 151 CBS stations 24 CBC stations ORIGINATES: KNX	Lux Soap & Flakes *J. Walter Thompson C*
Aunt Jenny's Real Life Stories *Dramatic sketches*	Mon. thru Fri. 12:15–12:30 p.m. 56 CBS stations 24 CBC stations ORIGINATES: WCBS	Spry *Ruthrauff & Ryan, In*
My Friend Irma *Comedy* *(A CBS package program)*	Monday 10:00–10:30 p.m. 144 CBS stations ORIGINATES: KNX	Swan Soap *Young & Rubicam, In*

SPONSOR AND PROGRAM	TIME	PRODUCT AND AGENCY
LIGGETT & MYERS TOBACCO COMPANY, INC. *(687th Week on CBS)* **Arthur Godfrey** *Comedy variety* *(A CBS package program)*	Mon. thru Fri. 11:00–11:30 a.m. 158 CBS stations ORIGINATES: WCBS	Chesterfield Cigarettes *Newell-Emmett Company*
THOMAS J. LIPTON, INC. *(207th Week on CBS)* **Arthur Godfrey's Talent Scouts** *Variety* *(A CBS package program)*	Monday 8:30–8:55 p.m. *Rebroadcast 11:30–11:55 p.m.* 145 CBS stations ORIGINATES: WCBS	Lipton's Tea, Lipton's Noodle Soup Mix *Young & Rubicam, Inc.*
P. LORILLARD COMPANY *(569th Week on CBS)* **†Old Gold Show** with Frank Morgan, Frances Langford, Don Ameche and guest stars *Variety*	Wednesday 9:00–9:30 p.m. 145 CBS stations ORIGINATES: KNX	Old Gold Cigarettes *Lennen & Mitchell, Inc.*
LUDEN'S, INC. *(143rd Week on CBS)* **Ned Calmer** *News* *(A CBS package program)*	Sat., Sun. 8:55–9:00 p.m. 159 CBS stations ORIGINATES: WCBS	Luden's Cough Drops *J. M. Mathes, Inc.*
Strike It Rich *Audience participation* *(A CBS package program)*	Sunday 10:30–11:00 p.m. 67 CBS stations ORIGINATES: WCBS	Fifth Avenue Candy Bar *J. M. Mathes, Inc.*
MANHATTAN SOAP CO., INC. *(353rd Week on CBS)* **The Strange Romance of Evelyn Winters** *Serial drama*	Mon. thru Fri. 10:30–10:45 a.m. *Rebroadcast 7:15–7:30 p.m.* 160 CBS stations ORIGINATES: WCBS	Blu-White Flakes *Duane Jones Co., Inc.*
Rose of My Dreams *Serial drama*	Mon. thru Fri. 2:45–3:00 p.m. 159 CBS stations ORIGINATES: WCBS	

† *Program or element added to network schedule since previous issue*

CBS SPONSORED PROGRAMS

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
METROPOLITAN LIFE INSURANCE CO. *(61st Week on CBS)* **Eric Sevareid and the News** *News* *(A CBS package program)*	Mon. thru Fri. 6:00–6:15 p.m. 21 CBS stations ORIGINATES: WCBS AND WTOP	Institutional *Young & Rubicam, Inc*
MILES LABORATORIES, INC. *(88th Week on CBS)* **Lum 'n' Abner** *Comedy serial*	Mon. thru Fri. 5:45–6:00 p.m. *Rebroadcast* *6:30–6:45 p.m.* 125 CBS stations ORIGINATES: KNX	Alka Seltzer *Wade Advertising Agency*
PET MILK SALES CORPORATION *(732nd Week on CBS)* **Saturday Night Serenade** Vic Damone, baritone; Hollace Shaw, soprano; Warren Sweeney, Gustave Haenschen's Orchestra and Chorus *Musical*	Saturday 10:00–10:30 p.m. 75 CBS stations ORIGINATES: WCBS	400-D Pet Milk *Gardner Advertising Company*
Mary Lee Taylor Home Economist *Talks*	Saturday 10:30–11:00 a.m. *Rebroadcast* *2:00–2:30 p.m.* 139 CBS stations ORIGINATES: KMOX	
PHILIP MORRIS & COMPANY LTD., INC. *(588th Week on CBS)* **It Pays To Be Ignorant** *Comedy-variety*	Friday 10:00–10:30 p.m. 144 CBS stations ORIGINATES: WCBS	Philip Morris Cigarettes *The Biow Co., Inc.*
PILLSBURY MILLS, INC. *(480th Week on CBS)* **Grand Central Station** *Drama*	Saturday 1:00–1:30 p.m. 128 CBS stations ORIGINATES: WCBS	Pillsbury Flour Products *McCann-Erickson, Inc.*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
THE PROCTER & GAMBLE CO. *(684th Week on CBS)*	Mon. thru Fri. 7:00–7:15 p.m. 66 CBS stations ORIGINATES: WCBS	Dreft *Dancer-Fitzgerald-Sample, Inc.*
†Beulah *Comedy serial*		
Big Sister *Serial drama*	Mon. thru Fri. 1:00–1:15 p.m. 69 CBS stations 19 CBC stations ORIGINATES: WCBS	Ivory Soap *Compton Advertising, Inc.*
EB.I. in Peace and War *Drama*	Thursday 8:00–8:30 p.m. *Rebroadcast 12 mid.–12:30 a.m.* 147 CBS stations ORIGINATES: WCBS	Lava Soap *The Biow Co., Inc.*
The Guiding Light *Serial drama*	Mon. thru Fri. 1:45–2:00 p.m. 79 CBS stations ORIGINATES: KNX	Duz *Compton Advertising, Inc.*
The Jack Smith Show *Songs*	Mon. thru Fri. 7:15–7:30 p.m. *Rebroadcast 11:15–11:30 p.m.* 81 CBS stations 22 CBC stations ORIGINATES: WCBS	Oxydol *Dancer-Fitzgerald-Sample, Inc.*
Lowell Thomas *News*	Mon. thru Fri. 6:45–7:00 p.m. *Rebroadcast 11:00–11:15 p.m.* 73 CBS stations ORIGINATES: WCBS	Ivory Soap *Compton Advertising, Inc.*
Ma Perkins *Serial drama*	Mon. thru Fri. 1:15–1:30 p.m. 79 CBS stations ORIGINATES: WCBS	Oxydol *Dancer-Fitzgerald-Sample, Inc.*
Perry Mason *Serial drama*	Mon. thru Fri. 2:15–2:30 p.m. 86 CBS stations ORIGINATES: WCBS	Spic & Span, Ivory Flakes *Dancer-Fitzgerald-Sample, Inc.* *Compton Advertising Inc.*

† *Program or client added to network schedule since previous issue*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
THE PROCTER & GAMBLE CO. *(Continued)*		
Rosemary *Serial drama*	Mon. thru Fri. 11:45–12:00 noon 64 CBS stations ORIGINATES: WCBS	Ivory Snow *Benton & Bowles, Inc.*
Young Dr. Malone *Serial drama*	Mon. thru Fri. 1:30–1:45 p.m. 48 CBS stations ORIGINATES: WCBS	Crisco *Compton Advertising, Inc.*
PRUDENTIAL INSURANCE COMPANY OF AMERICA *(443rd Week on CBS)*		
Prudential Family Hour with Rise Stevens, guest stars, and Al Goodman's Orchestra and Chorus *Musical variety*	Sunday 5:00–5:30 p.m. 153 CBS stations ORIGINATES: WCBS	Prudential Insurance Services *Benton & Bowles, Inc.*
R. J. REYNOLDS TOBACCO COMPANY *(748th Week on CBS)*		
Screen Guild Players *Drama*	Monday 10:30–11:00 p.m. 154 CBS stations ORIGINATES: WCBS	Camel Cigarettes *William Esty & Co., Inc.*
Vaughn Monroe Show *Musical*	Saturday 9:30–10:00 p.m. *Rebroadcast 12:30–1:00 a.m.* 154 CBS stations ORIGINATES: WCBS	
W. A. SHEAFFER PEN COMPANY *(47th Week on CBS)*		
Adventurers' Club *Dramatic*	Saturday 11:30–12 noon 156 CBS stations ORIGINATES: WBBM	Pens, Pencils, Skrip, Lead *Russel M. Seeds Co., Inc.*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
THE TEXAS COMPANY *(548th Week on CBS)* **The Tony Martin Show** *Variety*	Sunday 9:30–10:00 p.m. 161 CBS stations 32 CBC stations ORIGINATES: KNX	Texaco Products *Kudner Agency, Inc.*
THE TONI COMPANY *(74th Week on CBS)* **Give and Take** *Audience participation* *(A CBS package program)*	Saturday 2:00–2:30 p.m. 159 CBS stations ORIGINATES: WCBS	Toni Home Permanent Wave *Foote, Cone & Belding*
WHITEHALL PHARMACAL COMPANY *(80th Week on CBS)* **Mr. Keen, Tracer of Lost Persons** *Mystery drama*	Thursday 8:30–8:55 p.m. *Rebroadcast* *11:30–11:55 p.m.* 117 CBS stations ORIGINATES: WCBS	Kolynos *Dancer-Fitzgerald-Sample, Inc.*
WILDROOT CO., INC. *(114th Week on CBS)* **The Adventures of Sam Spade** *Mystery drama*	Sunday 8:00–8:30 p.m. *Rebroadcast* *12 mid, 12:30 a.m* 159 CBS stations ORIGINATES: KNX	Wildroot Cream Oil *Batten, Barton, Durstine & Osborn, Inc.*
WM. WRIGLEY, JR., COMPANY *(806th Week on CBS)* **Gene Autry Show** *Musical*	Sunday 7:00–7:30 p.m. 52 CBS stations ORIGINATES: KNX	Wrigley's Chewing Gum *Ruthrauff & Ryan, Inc.*

COLUMBIA PACIFIC NETWORK

SPONSORED PROGRAMS

(All times are Pacific Standard time)

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
BEKINS VAN AND STORAGE CO. *(323rd Week on CBS)* **Charles Collingwood** *News analysis*	Mon., Wed., Fri. 5:30–5:45 p.m. ORIGINATES: KNX	Moving and Storage *Brooks Advertising Agency*
CALIFORNIA PRUNE & APRICOT GROWERS' ASSN. *(245th Week on CBS)* **Surprise Theater** with Knox Manning *Narrations*	Sunday 8:25–8:30 p.m. ORIGINATES: KNX	Sunsweet Tenderized Fruit *Long Advertising Service*
CHEMICALS, INC. *(167th Week on CBS)* **Meet The Missus** *Audience participation*	Thursday 3:00–3:15 p.m. ORIGINATES: KNX	Vano Household Chemical *Garfield & Guild*
"42" PRODUCTS, INC. *(154th Week on CBS)* **Bob Garred** *News*	Tues., Thurs., Sat. 5:45–5:55 p.m. ORIGINATES: KNX	All Products *Brisacher, Van Norden & Staff*
W. P. FULLER & CO. *(18th Week on CBS)* **News**	Mon. thru Sat. 8:55–9:00 p.m. ORIGINATES: KNX	Paints *McCann-Erickson, Inc.*
HOUSEHOLD FINANCE CORP. *(153rd Week on CBS)* **Charles Collingwood** *News*	Tues., Thurs., Sat. 5:30–5:45 p.m. ORIGINATES: KNX	Personal Loans *Le Vally, Inc.*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
LEVER BROTHERS COMPANY *(642nd Week on CBS)* **The Saint** *Mystery drama*	Wednesday 7:00–7:30 p.m. ORIGINATES: KNX	Trim Hair Tonic *Foote, Cone & Belding*
LOS ANGELES SOAP COMPANY *(285th Week on CBS)* **Knox Manning** *News*	Mon. thru Fri. 12:30–12:45 p.m. ORIGINATES: KNX	All Products *Raymond R. Morgan Co.*
MILES LABORATORIES, INC. *(88th Week on CBS)* **Fred Beck** *News commentary*	Mon. thru Fri. 7:45–8:00 a.m. ORIGINATES: KNX	All Products *Wade Advertising Agency*
PETER PAUL, INC. *(384th Week on CBS)* **Bob Garred** *News*	Mon., Wed., Fri. 5:45–5:55 p.m. and Tues., Thurs., Sat. 7:30–7:45 a.m. ORIGINATES: KNX	All Products *Brisacher, Van Norden & Staff*
PILLSBURY MILLS, INC. *(480th Week on CBS)* **Meet The Missus** *Audience participation*	Mon., Wed., Fri. 3:00–3:15 p.m. ORIGINATES: KNX	Pillsbury Flour Products *McCann-Erickson, Inc.*
S. O. S. COMPANY *(10th Week on CBS)* **Front Page Features** with Knox Manning *News*	Mon., Wed., Fri. 5:00–5:15 p.m. ORIGINATES: KNX	Aluminum Cleanser *McCann-Erickson, Inc.*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
SIGNAL OIL COMPANY *(233rd Week on CBS)* **The Whistler** *Mystery drama*	Wednesday 7:30–8:00 p.m. ORIGINATES: KNX	All Products *Barton A. Stebbins Advertising Agency*
STUDEBAKER CORP. *(169th Week on CBS)* **Bob Garred** *News*	Mon., Wed., Fri. 7:30–7:45 a.m. ORIGINATES: KNX	Motor Cars *Roche, Williams & Cleary, Inc.*
SUNNYVALE PACKING CO. *(67th Week on CBS)* **Meet The Missus** *Audience participation*	Mon., Wed., Fri. 3:15–3:30 p.m. ORIGINATES: KNX	Rancho Soups *Ruthrauff & Ryan, Inc.*
WASHINGTON STATE APPLE COMMISSION *(44th Week on CBS)* **Front Page Features** with Knox Manning *News*	Tues., Thurs. 5:00–5:15 p.m. Saturday 4:45–5:00 p.m. ORIGINATES: KNX	Apples *J. Walter Thompson Co*

CBS SUSTAINING PROGRAMS

are chosen because they are *timely*, *exciting* and *balanced*. These three standards of selection produce a diverse, flexible program schedule, carefully designed to win and retain the interest of millions of listeners. To maintain its flexibility—to continue to present the most highly contemporary and most stimulating sustaining programs on the air—Columbia finds it necessary from time to time to alter some details in its schedule. These day-to-day and even hour-to-hour changes are reported, when possible, in local newspaper radio listings.

For your convenience, the Columbia sustaining programs listed on the following pages are grouped in these classifications:

NEWS BROADCASTS . . . . . *Page 20*

CURRENT AFFAIRS . . . . . *Page 21*

SERIOUS MUSIC . . . . . *Page 22*

LIGHT MUSIC . . . . . *Page 23*

COMEDY—DRAMA . . . . . *Page 25*

LIGHT ENTERTAINMENT . . . . . *Page 26*

EDUCATIONAL PROGRAMS . . . . . *Page 26*

RELIGIOUS BROADCASTS . . . . . *Page 28*

CBS SHORTWAVE BROADCASTS . . . . . *Page 28*

SPECIAL BROADCASTS: FALL, 1947 . . . . . *Page 29*

TELEVISION . . . . . *Page 31*

COLUMBIA BROADCASTING COMPANY, INC.
GENERAL LIBRARY
30 ROCKFELLER PLAZA, NEW YORK, N. Y.

PROGRAM AND TIME	DESCRIPTION
News Broadcasts *(with international pickups)* 8:00–8:15 a.m. MONDAY THRU SATURDAY 9:00–9:15 a.m. SUNDAY	Columbia's reporters in foreign capitals, in New York and in Washington cover the vast panorama of economic and political peace developments. Correspondents include Howard K. Smith and Allan Jackson from London, David Schoenbrun from Paris, George Polk from Athens, Stephen Laird from Berlin, Lionel Shapiro from Rome, Bill Costello from Tokyo and Farnsworth Fowle from Jerusalem. *(A cooperative program available for additional local sponsorship.)*
News Broadcasts 9:00–9:15 a.m. MONDAY THRU SATURDAY	The latest news of America delivered by CBS correspondents from coast-to-coast, including Don Hollenbeck in New York, Bill Downs in Detroit, and Charles Collingwood in Los Angeles. *(A cooperative program available for additional local sponsorship.)*
4:25–4:30 p.m. MONDAY THRU FRIDAY	A brief summary of the latest happenings at home and abroad from the CBS News Room.
6:00–6:15 p.m. EACH SATURDAY	Straight, hard news of the world delivered from the U.S. capital by Bill Shadel, of the CBS Washington news staff.
6:45–7:00 p.m. EACH SATURDAY	A review of the day's news compiled and broadcast by Larry Lesueur of the CBS news staff.
11:00–11:10 p.m. SUNDAY THRU SATURDAY	A news summary by Richard C. Hottelet Monday through Friday and by Ned Calmer Saturday and Sunday. *(A cooperative program available for additional local sponsorship.)*
News Analyses 11:10–11:15 p.m. SUNDAY THRU SATURDAY	An analysis of the news by Quincy Howe Monday, Tuesday and Wednesday. Joseph C. Harsch Thursday and Friday. Winston Burdett Saturday and Sunday. *(A cooperative program available for additional local sponsorship.)*
Howard K. Smith From London EACH SUNDAY *During intermission time of N. Y. Philharmonic-Symphony broadcasts, Sunday 3:00–4:30 p.m.*	An analysis of the week's international news as viewed from London by the Chief of CBS European news staff.

PROGRAM AND TIME	DESCRIPTION	
Joseph C. Harsch and the Meaning of the News 5:45–6:00 p.m. EACH SUNDAY	A news report and analysis of the news by a veteran CBS correspondent.	COLUMBIA NETWORK NEWS SUSTAINING
Red Barber—Sports 6:30–6:45 p.m. MONDAY THRU FRIDAY	Columbia's director of sports reviews the day's events, interviews sports stars, and from time to time calls in special reporters across the nation. (Eastern and Central time zone only.) *(A cooperative program available for additional local sponsorship.)*	
As Others See Us 12:30–1:00 p.m. EACH SUNDAY	Larry Lesueur with a report on what other nations say editorially in print and by radio about the United States. Reports come from CBS correspondents in all parts of the globe.	CURRENT AFFAIRS
Cross Section—U.S.A. 3:30–4:00 p.m. EACH SATURDAY	Interviews with representative Americans on current questions of paramount public interest. Dwight Cooke is moderator. Seven business, labor, and farm organizations help pick topics and participants.	
In My Opinion 6:15–6:30 p.m. MONDAY AND THURSDAY	A series in which authors, columnists, and leaders in many fields express personal views on a wide variety of topics of current interest.	
Open Hearing 10:30–11:00 p.m. EACH TUESDAY	Columbia's "congressional forum" presents the men and women who make the nation's laws and determine national policy in a discussion of issues before the Congress. Winston Burdett is moderator.	
People's Platform 1:00–1:30 p.m. EACH SUNDAY	Provocative issues of the day informally debated by two or more speakers who stress their opposing views, but seek also a common meeting ground.	
Report from Overseas 11:15–11:30 p.m. EACH WEDNESDAY	Each week a CBS foreign correspondent reports from an overseas news center currently of world interest.	

	PROGRAM AND TIME	DESCRIPTION
CURRENT AFFAIRS *Continued*	**Report from the UN** 6:15–6:30 p.m. EACH FRIDAY	Larry Lesueur sums up the week's developments at UN meetings in New York.
	Report from Washington 11:15–11:30 p.m. EACH SUNDAY	A summary of the week on Capitol Hill sketched in against the broader background of current national questions.
	Saturday Sports Review 6:30–6:45 p.m. EACH SATURDAY	Top sports reporters highlight one major event of the day and summarize all others.
	Talks 6:15–6:30 p.m. EACH WEDNESDAY	Authoritative viewpoints by people who figure prominently in the events of the day.
	Word from the Country 6:15–6:30 p.m. EACH SATURDAY	A weekly spot-check of regional news, editorial opinion, and feature stories from various cities across the nation.
SERIOUS MUSIC	**E. Power Biggs, Organist** 9:15–9:45 a.m. EACH SUNDAY	Playing in the Germanic Museum at Harvard University, he is joined by members of the Boston Symphony Orchestra to perform works for organ and various instrumental combinations.
	Eileen Farrell 11:30–12:00 midnight EACH WEDNESDAY	The young American singer, Eileen Farrell, accompanied by Alfredo Antonini and the Columbia Concert Orchestra. Her repertory includes well-known concert songs and operatic arias.
	Invitation to Music 11:30–12:00 midnight EACH SUNDAY	The CBS Symphony Orchestra, with eminent guest artists, gives emphasis to comparatively unfamiliar but important works of the great composers.
	Johnson Family Singers 10:15–10:30 a.m. EACH SATURDAY	Folk songs, hymns, and hillbilly ballads sung by the mixed voices of a Southern farm family of six. From Charlotte, N.C.

PROGRAM AND TIME	DESCRIPTION	
New York Philharmonic-Symphony 3:00–4:30 p.m. EACH SUNDAY	America's oldest symphony orchestra in its 18th consecutive season on CBS. Bruno Walter, Dimitri Mitropoulos, George Szell, and Charles Muench conduct.	**SERIOUS MUSIC**
Philadelphia Orchestra 5:00–6:00 p.m. EACH SATURDAY *(Series begins December 13.)*	Eugene Ormandy and guest conductors direct the orchestra, with famous soloists, in a weekly symphony concert.	
Salt Lake Tabernacle Choir and Organ 11:30–12:00 noon EACH SUNDAY	J. Spencer Cornwall, assisted by Richard P. Condie, conducts the Tabernacle Choir. Organists are Alexander Schreiner and Dr. Frank Asper. The "Spoken Word" is by Richard Evans.	
Trinity Choir of St. Paul's Chapel 9:45–10:00 a.m. EACH SUNDAY	A 32-voice mixed choir especially organized and trained for this CBS series by Andrew Tietjen, associate organist of Trinity Church. The choir presents religious music from choral repertory of all periods.	
Bob Reid Sings 2:30–2:45 p.m. EACH SUNDAY	CBS singing discovery in a program of popular ballads, accompanied by Howard Smith's orchestra.	**LIGHT MUSIC**
Carolina Calling 8:30–9:00 a.m. EACH SUNDAY	Musical variety program with a Southern accent, featuring hillbilly tunes, traditional spirituals, and folksongs of the Carolinas. Emcee Grady Cole's cast includes the "Briarhoppers," Fred Kirby, the Johnson Family Singers and Harry Blair with the White Quartet. From Charlotte.	

PROGRAM AND TIME	DESCRIPTION
Dance Orchestra VARIOUS HOURS	Every night – and often during the day – Columbia broadcasts the music of the ranking dance orchestras from all over the country. Throughout the week CBS audiences can hear: TEX BENEKE HENRY BUSSE FRANKIE CARLE XAVIER CUGAT JIMMY DORSEY SHEP FIELDS CHUCK FOSTER GLEN GRAY RAY HEATHERTON SKITCH HENDERSON HARRY JAMES SAMMY KAYE ELLIOT LAWRENCE GUY LOMBARDO JOHNNY LONG RAY MCKINLEY VAUGHN MONROE TONY PASTOR
Hoagy Carmichael Sings 5:30–5:45 p.m. EACH SUNDAY	The Happy Hoosier sings, talks, and hammers the keyboard in rhythms all his own—ranging from "Lazy Bones" to "Old Buttermilk Sky." Pianist Buddy Cole and bass violist Phil Stevens help out.
Music For You 10:00–10:30 a.m. MONDAY THRU FRIDAY	Popular music by Caesar Petrillo's orchestra, with vocal numbers by Billy Leach and Louise King. Cliff Johnson is emcee. From Chicago.
Three Steps To Rhythm 8:45–9:00 a.m. MONDAY THRU FRIDAY	Popular tunes of the day by three instrumentalists playing piano, guitar and bass fiddle. From Cincinnati.
Treasury Bandstand 5:30–5:45 p.m. MONDAY THRU FRIDAY 4:00–4:30 p.m. EACH SATURDAY	Popular dance bands of the day presented in behalf of the United States Treasury Department's continuing Savings Bond Drive.
Trumpeteers 8:15–8:30 a.m. EACH SUNDAY 8:30–8:45 a.m. MONDAY THRU FRIDAY	Noted Negro quartet in a program of spirituals and folk songs. From Baltimore.

The Abe Burrows Show 10:30–10:45 p.m. EACH SATURDAY *(Beginning January 3, 1948, sponsored by Lambert Co.)*	Noted radio comedy writer in a series of original piano-and-song recitals satirizing the various types of tunes produced by Tin Pan Alley.
Escape 10:30–11:00 p.m. EACH WEDNESDAY	Escape stories from the world of fantasy, directed by William N. Robson, with veteran casts of stage, screen, and radio actors.
Hawk Larabee 7:00–7:30 p.m. EACH SATURDAY	The colorful adventures of a range rider in the setting of a Western ghost-town. Elliott Lewis plays the central role. *(A cooperative program available for additional local sponsorship.)*
Joan Davis Show 9:00–9:30 p.m. EACH SATURDAY	America's leading comedienne in a fast-paced comedy fashioned by the inimitable Abe Burrows. Produced in Hollywood by Dick Mack. *(A cooperative program available for additional local sponsorship.)*
Leave It To Bill 8:30–8:55 p.m. EACH SATURDAY	The accomplished radio emcee-comedian, Bill Goodwin, as an eager beaver determined to help his community but thwarted at every turn.
Robert Q. Lewis Show 2:00–2:30 p.m. EACH SUNDAY	Comedy-variety show starring the young satirist Robert Q. Lewis. Assisted by guest vocalists and Howard Smith's orchestra.
Studio One 9:30–10:30 p.m. EACH TUESDAY	Full-hour radio dramas adapted from the world's great plays and novels, featuring top-flight stars of stage and screen. Directed by Fletcher Markle.
Sweeney & March 9:30–10:00 p.m. EACH WEDNESDAY	The two young CBS comedians, Bob Sweeney and Hal March, in their satires on everyday life, and on themselves.

	PROGRAM AND TIME	DESCRIPTION
LIGHT ENTERTAINMENT	**Look Your Best** 2:30–2:45 p.m. MONDAY THRU FRIDAY	Hollywood make-up artist Richard Willis talks over clothes and beauty problems with women from the studio audience and passes on tips to radio listeners.
	Oklahoma Round-Up 9:15–10:00 a.m. MONDAY THRU FRIDAY 11:15 p.m.–12:00 mid. EACH SATURDAY	Songs, humor, and folklore of the Southwest in a variety program written and presided over by Perry Ward. From Oklahoma City.
	Saturday at the Chase 4:30–5:00 p.m. EACH SATURDAY	Musical variety series featuring noted performers appearing each week as guest stars in the Chase Club of the Hotel Chase. From St. Louis.
	Winner Take All 4:30–5:00 p.m. MONDAY THRU FRIDAY	Audience participation quiz program that allows a successful contestant to stay on the show indefinitely, as long as he can produce the answers. Bill Cullen is M.C. *(A cooperative program available for additional local sponsorship.)*
EDUCATIONAL PROGRAMS	**Adventures in Science** 4:30–4:45 p.m. EACH SATURDAY *(Beginning January 3, 1948, 3:15–3:30 p.m.)*	Watson Davis, Director of Science Service, brings to the microphone prominent guest scientists who explain recent discoveries in industry and medicine and report on recent scientific progress.
	Columbia's American School of the Air 5:00–5:30 p.m. MONDAY—Liberty Road TUESDAY—Tales of Adventure WEDNESDAY—March of Science THURSDAY—Gateways to Music FRIDAY—Opinion Please	Columbia's notable education series, planned to supplement school work and encourage joint child-and-parent listening. Leading educational organizations guide the development of its programs on history, music, science, literature, and current problems. Now in its 18th year.

Columbia's Country Journal 2:30–3:00 p.m. EACH SATURDAY	The farmer's daily problems and his role in the nation's business form the weekly theme of Columbia's "radio farm magazine." Originating in Washington for national farm news, it switches to various farm regions of the country high-lighting local problems and developments.
Doorway to Life 1:30–2:00 p.m. EACH SUNDAY	Problems in child psychology presented as dramatized episodes based on actual case histories. Supervised by a board of prominent child psychologists and educators. William N. Robson directs.
Frontiers of Science :15–6:30 p.m. EACH TUESDAY	Science news of the world, and its social, economic, and political implications, by Quincy Howe.
Garden Gate 0:00–10:15 a.m. EACH SATURDAY *(Beginning January 17, 1948, sponsored by Ferry-Morse Seed Company.)*	From WLAC, Nashville, horticultural expert Tom Williams talks about gardens, answers hard questions from listeners, and awards a weekly "Order of the Green Thumb" prize.
Invitation to Learning 12:00 noon–12:30 p.m. EACH SUNDAY	Distinguished scholars, authors and critics meet informally on this series to discuss the outstanding classics of world literature. Lyman Bryson is permanent chairman.
Of Men and Books :45–5:00 p.m. EACH SATURDAY *(Beginning January 3, 1948, 3:00–3:15 p.m.)*	An authoritative discussion of the latest books and their authors. Program now in its tenth year.

RELIGIOUS BROADCASTS	**Church of the Air** 10:00–10:30 a.m. 10:30–11:00 a.m. EACH SUNDAY	In its 17th consecutive year, the pulpit of Columbia's *Church of the Air* continues to be impartially available, twice each Sunday, to America's religious faiths.
	Negro College Choirs 11:05–11:30 a.m. EACH SUNDAY	Famous choirs from various parts of the country in programs of spirituals and gospel songs.
SPECIAL CBS SHORTWAVE BROADCASTS TO LATIN AMERICA *CBS transmits on* *WCBX, New York* *WCRC, New York* *WCBN, New York* *WCDA, New York* *KCBR, California*	**News, News Features and Entertainment Beamed to The Network of the Americas** In: SPANISH PORTUGUESE ENGLISH	During the evening hours Columbia programs are beamed to all Latin America in Spanish, Portuguese and English. News, cultural and sports features are emphasized; musical and dramatic shows, many of which are rebroadcast on standard wave by Columbia's 124 affiliated stations in Latin America, round out the entertainment schedule.
SPECIAL CBS SHORTWAVE BROADCASTS TO EUROPE AND THE EAST *CBS transmits on* *WCBX, New York* *WCRC, New York* *WCBN, New York* *WCDA, New York* *WOOC, New York* *WOOW, New York* *KCBA, California* *KCBF, California* *KCBR, California*	**News, News Features and Entertainment Beamed Overseas** In: ENGLISH FRENCH ITALIAN GERMAN ANNAMESE SIAMESE MALAYAN	News and news features in the principal languages occupy the major portion of the CBS program schedule beamed to Europe, Africa, the Near and Far East and Asia. The European schedule includes entertainment and cultural programs produced in English for English-speaking listeners and U.S. military and government personnel abroad, as well as daily programs of American music broadcast in French, Italian and German. During the war, CBS built and has since been operating at Delano, California, two 50 kw. transmitters (KCBA and KCBF) and also a giant 100 kw. transmitter (KCBR), all equipped with a system of highly directional antennas which can be beamed either westward or southward. These transmitters provide a West Coast base for news and information programs in the Oriental Languages as well as programs for English-speaking listeners throughout the Far East.

SPECIAL BROADCASTS: FALL, 1947

Listed here are a representative group of special CBS broadcasts under two general categories:

1. Sustaining broadcasts of distinctive program value.

2. Programs of public significance arranged by the CBS Talks Department.

These broadcasts are scheduled on a week to week, day to day, and even, on occasion. hour to hour basis. This flexibility helps to sharpen the broadcasts from the point of view of public service and timeliness.

NOTABLE BROADCASTS:

OCTOBER 28. In a full-hour broadcast *Fear Begins at 40* (9:30-10:30 p.m. EST) the CBS Documentary Unit dramatized the implications of an alarming statistic: two-thirds of all Americans over 65 are dependent on their children or on charity for support. Stage and screen actor Eddie Albert portrayed a typical American approaching 40 who is faced with the prospect that he will soon have to add to his dependents two "aged" parents. Through this single family's mounting sense of insecurity, the program pointed up the economic waste and human suffering caused by common misconceptions about old age.

NOVEMBER 6. The sounds of history (as radio caught them from 1927 to 1947) came to life again in a *CBS Is There* program titled "The Listening Years." As Columbia reviewed its first 20 years of broadcasting, the program re-enacted (1) a prison-wide fire at the Ohio State penitentiary, (2) the first broadcast of the Kentucky Derby, (3) Franklin D. Roosevelt's first fireside chat, (4) the abdication of King Edward VIII, (5) three notable broadcasts of World War II, (6) the U. S. Navy atom bomb test at Bikini, and (7) an up-to-the-minute pickup of a CBS correspondent overseas.

NOVEMBER 17-21. What does Russia's past tell us about the world's future? For five successive nights (6:15-6:30 p.m. EST) Lyman Bryson and five other authorities on international affairs addressed themselves to this question in a special series of discussions, *You and the Russians*. Dr. Bryson's guests: Ernest J. Simmons, professor of Russian literature at Columbia University; Cyril E. Black, assistant professor of history at Princeton; Percy E. Corbett, professor of political science at Yale; Philip E. Mosely, professor of international relations at Columbia; and Walter Millis, editorial writer for the *New York Herald-Tribune*.

NOVEMBER 20. Americans who got up early enough that day heard CBS newsman Edward R. Murrow in London describe (6:30 a.m. EST) the wedding of Princess Elizabeth to Lieutenant Philip Mountbatten. Murrow's vantage point for the four-network broadcast: a booth in Westminster Abbey.

FORUMS:

OCTOBER 2. PAUL WILLIS, president of the Grocery Manufacturers' Association, and SIDNEY MARGOLIS, consumers editor of the newspaper *PM*, took opposing sides in a debate on the question "Should We Restore Controls to Save Food?": 6:15-6:30 p.m. EST.

OCTOBER 5. JAMES F. BURNHAM, professor of philosophy at New York University, LEON M. BIRKHEAD, director, Friends of Democracy, and JAMES S. MARTIN, attorney, discussed "How Strong Is Fascism in the United States?": 1:00-1:30 p.m. EST.

OCTOBER 6. JOHN G. WERKLEY, of the *New York Herald Tribune*, and THOMAS L. STOKES, of United Feature Syndicate, gave their views on "Is Our Foreign Policy A Political Football?": 6:15-6:30 p.m. EST.

OCTOBER 12. DR. CHARLES MALIK, Minister Plenipotentiary of Lebanon, and JAMES G. MCDONALD, Honorary Chairman of the Foreign Policy Association, considered the problem "Should Palestine Be Partitioned?": 1:00-1:30 p.m. EST.

OCTOBER 19. EMILY TAFT DOUGLAS, former Congresswoman from Illinois, FANNIE HURST, author, and KATHRYN STONE, vice-president, National League of Women Voters, discussed "Are Women Political Failures?": 1:00-1:30 p.m. EST.

NOVEMBER 2. With DR. LYMAN BRYSON as chairman, SEN. ELBERT D. THOMAS, of Utah, and JAMES LANDIS, chairman of the Civil Aeronautics Board, reexamined *Ethics*, by Benjamin de Spinoza: 12:00-12:30 p.m. EST.

NOVEMBER 2. ARTHUR GARFIELD HAYS, general counsel of the American Civil Liberties Union, and SETH RICHARDSON, former Assistant Attorney General, discussed "Is the Movie Investigation a Challenge to Freedom of Expression?": 1:00-1:30 p.m. EST.

NOVEMBER 6. ORDWAY TEAD, member of the President's Commission on Higher Education, and DR. IRVING LORGE, professor of psychology, Teachers College, Columbia University, debated the question "Who Should Go To College?": 6:15-6:30 p.m. EST.

TALKS:

SEPTEMBER 16. AMBASSADOR WARREN R. AUSTIN, U.S. delegate to the United Nations, discussed the problems facing the UN General Assembly, which reconvened earlier that day: 11:00-11:15 p.m. EST.

SEPTEMBER 22. DAVID E. LILIENTHAL, chairman of the U.S. Atomic Energy Commission, explained why he feels that "Atomic Energy Is Your Business": 11:00-11:30 p.m. EST.

SEPTEMBER 24. HERBERT V. EVATT, Australian delegate to the UN, examined a program proposed by Secretary of State Marshall, "The Little Assembly Proposals": 6:15-6:30 p.m. EST.

OCTOBER 1. ARTHUR CREECH-JONES, British Colonial Secretary, spoke on the question "The British Empire—Where Is It Going?": 6:15-6:30 p.m. EST.

OCTOBER 13. JOSEPH M. DODGE, president of the American Bankers Association, who had recently returned from a Presidential mission to advance a peace treaty with Austria, reported on "The Economic Mission to Austria": 11:15-11:30 p.m. EST.

OCTOBER 15. GEORGE C. MCGHEE, coordinator of Greek-Turkish aid, reported on the progress of U.S. efforts in those two countries: 6:15-6:30 p.m. EST.

OCTOBER 22. SECRETARY OF STATE GEORGE C. MARSHALL and HECTOR MCNEIL, British Minister of State, considered the problems of "The Reconstruction of Europe": 8:00-8:30 p.m. EST.

OCTOBER 29. ERIC JOHNSTON, president of the Motion Picture Association of America, Inc., discussed the House Un-American Activities Committee hearings on Hollywood: 6:15-6:30 p.m. EST.

CBS TELEVISION

One of the most notable television developments of the past three months has been the rapid acceptance by advertisers of the new CBS program, *Missus Goes A-Shopping*. Like many of Columbia's new television shows it is produced "on location." Its point of origination is a New York City grocery store, each Wednesday afternoon from 1:30 to 2 p.m. EST.

Missus Goes A-Shopping is a "participating" show in two senses of the word. Because it is *of, by,* and *for* housewives, it is completely an audience-participation program. Because it presents unlimited merchandising tie-in possibilities, it has already become a sponsor-participation program for four well-known grocery distributors. You will find them in this current roster of CBS-Television clients:

AMERICAN TOBACCO COMPANY
(9th Week on WCBS-TV)

One-minute films for Lucky Strike cigarettes. Thursday, Saturday and Sunday evenings. through Foote, Cone & Belding.

B. T. BABBITT, INC.
(3rd Week)

Missus Goes A-Shopping, a sponsor-participation show "on location" from New York grocery stores, through Duane Jones Company.

BULOVA WATCH COMPANY
(67th Week)

Time signals on Thursday, Saturday and Sunday evenings, through The Biow Company.

COBURN FARM PRODUCTS COMPANY
(3rd Week)

Missus Goes A-Shopping, through The Modern Merchandising Bureau.

ELGIN WATCH COMPANY
(76th Week)

Time signals, Saturday and Sunday evenings, through J. Walter Thompson Co.

FORD MOTOR COMPANY
(62nd Week)

35 sports events from Madison Square Garden throughout the 1947-48 season, through J. Walter Thompson Co.

CBS TELEVISION *(continued)*

GENERAL FOODS CORPORATION
(24th Week)

32 sports events from Madison Square Garden throughout the 1947-48 season (beginning December 7), through Benton & Bowles, Inc.

GULF OIL CORPORATION
(77th Week)

Television News by Douglas Edwards, 8:00-8:15 p.m., Thursdays, through Young & Rubicam, Inc.

KNOX THE HATTER
(8th Week)

12 sports events from Madison Square Garden, through Geyer, Newell & Ganger.

MANHATTAN SOAP CO.
(3rd Week)

Missus Goes A-Shopping, through Duane Jones Company.

C. F. MUELLER COMPANY
(3rd Week)

Missus Goes A-Shopping, through Duane Jones Company

PEPSI-COLA COMPANY
(8th Week)

One-minute commercials on film preceding sports broadcasts, for "Evervess", through Young & Rubicam, Inc.

NATIONAL BROADCASTING COMPANY, INC.
GENERAL LIBRARY
30 ROCKEFELLER PLAZA, NEW YORK, N. Y.

THE COLUMBIA BROADCASTING SYSTEM

Sales and administrative offices: 485 Madison Ave., New York 22 • 182 Tremont St., Boston 12 410 N. Michigan Ave., Chicago 11 • 902 Fisher Bldg., Detroit 2 • 401 South 12th Boulevard, St. Louis 2 • 625 Second Avenue, South, Minneapolis 2 • 101 Marietta Street Bldg., Atlanta 3 Warner Building, Washington 4, D. C. • Columbia Square, Los Angeles 28 • Palace Hotel, San Francisco 5 • 49 Hallam Street, W. 1, London, Eng. • Cable address, Columbia, New York

NATIONAL BROADCASTING COMPANY, INC.
GENERAL LIBRARY
30 ROCKEFELLER PLAZA, NEW YORK, N. Y.